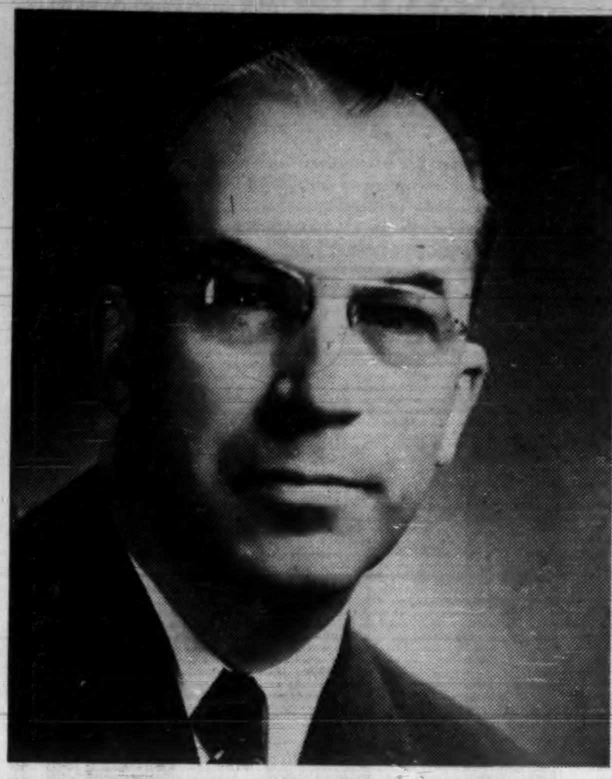
The Financial Post

Canada's National Weekly of Business, Investment and Public Affairs.

Vol. LIV Member of Audit Bureau of Circulations ★ Publication Office: Toronto, October 22, 1960 ★ Twenty-five Cents an issue, Eight Dollars a Year No. 43

Heads Cost Accountants



The 8,000-member Society of Industrial & Cost Accountants of Canada this month launches its major project, a four-year cost accounting course. Some 5,000 students will follow the course via both lectures and correspondence. The Society's 1960-61 president is George H. Greenhough, secretary-treasurer of Reid Press Ltd., Hamilton.

NATION'S BUSINESS

No Place Here For Hurry-Hurry

The Royal Commission on Transportation should resist the pressure it is getting from government and from the two railways to do a hurry-hurry job.

With the 111,000 non-operating unionists screaming strike threats, it is not surprising that both government and the railways would hope very much that the current Royal Commission would come up with some peculiar magic or some magnificent inspiration which would help solve government's problem; which would, at least for the moment, stave off or hurdle the dreadful railway dilemma.

But the Royal Commission, we are informed, is taking a conscientious view of its responsibilities and, very courageously, it is hoping to come up with something that will lead to the evolution of some sensible and hopeful policy for the years ahead.

Certainly this is what a Royal Commission should be attempting. Successive decades of fiddling and interference have put the railways in an impossible and ridiculous position.

Some way must be found to let the various forms of public transportation find their proper economic level.

Since this whole matter is tangled up, not just in labor union politics, but in regional politics, the task of any Royal Commission which takes a conscientious, long-term look at the problem is formidable indeed.

But previous Royal Commissions have just played around the fringes of the basic problem—and the problem has gone on getting worse.

If this present Royal Commission does the really basic job that needs doing, and if the government follows through with the really basic overhaul which is so much overdue, an extremely important piece of work will have been done. There will be unleashed a new surge of constructive forces in Canada's economic blood-stream.

The Commission should not be hindered, hampered or hustled.

* * *

The Fire Is Now Spreading

At long last, the really basic problems of Canadian commercial policy are becoming matters of widespread concern and controversy.

For years, the FP has been reporting the facts of what is happening to this country and warning that we could not safely go on ignoring the facts of life indefinitely; that Canada must face some very hard choices; that the efficacy of old-fashioned poultices—and prejudices—for the problems of the 1960s at least deserved a new and hard examination.

Now, Canada finds it can ignore these problems no longer. Some people of competence in these matters have now started to talk and argue seriously as to what our national course should be. The outcome of this growing debate will have profound effect on all Canadian paycheques and profits, and on the whole shape and scale of the Canadian venture in nationhood.

At the centre of the maelstrom—largely of his own making — we have James E. Coyne, Governor of the Bank of Canada. It is apparent from his recent public pronouncements that he believes the prospects for prosperity are not good unless the Canadian economy is wrenched away from many of its postwar commercial policies. He couples industrial stimulation with greater national self-sufficiency.

Now we have other responsible Canadians, who are equally concerned about the course of the economy, answering Coyne. Clarence Barber, University of Manitoba economist, says Coyne's own monetary policies have begotten many of our economic troubles. Higher interest rates here have encouraged U.S. investment, pushed up the premium, encouraged imports and discouraged exports to the detriment of Canadian employment. He proposes nailing the Canadian dollar at a discount (p. 7).

R. D. L. Kinsman, president of the Canadian Exporters' Association, presented the "free trade" case of those who sell abroad (p. 38). Forrest Rogers, Bank of Nova Scotia economist, leans away from protectionist answers to current problems and suggests, among other things, a cut in the exchange rate (p. 3).

It is sincerely to be hoped that this excellent debate will grow in scale, perhaps in fury. Out of the clash of good minds will come our best chance for wise and viable policies.

What's Nice, And Annoying, About Canada

MONTREAL (Staff)—Here's what a group of visiting travel agents from abroad don't like about Canada:

- **Spending two hours in customs** at Dorval airport after crossing the Atlantic in a mere seven hours.
- **A confusing mixture of** daylight-saving and standard time regulations.
- **45-min. wait** for hotel room-service.
- **Strange liquor laws.**

Here's what they do like:

- **Scenery** — in all seasons.
- **Large cities** which — like Montreal — mix the old and the new.
- **Excellent cuisine,** well served.
- **First class accommodation.**
- **Good roads.**
- **Supermarkets.**

The travel agents from Italy, Scotland, Lebanon, South Africa, India and elsewhere—flown here specially by **Royal Dutch Airlines** — were surprised by what they found.

Many were familiar with Niagara Falls and little else. Some said the only pictures of Canada they had seen were of Mounties. All agreed Canada ought to step up her tourist publicity abroad.

Signs & Portents

RADICAL CHANGE in Canadian hospital procedure is coming. Known as "progressive patient care," plan involves division of hospitals into several units. Patients, upon admittance to hospital, will be placed in one of these categories: Intensive care, intermediate care, self care and in some cases, long term and home care. This concept in healing sick and injured is already popular in U. S., is expected to become universal in 10 years. In Canada: Queensway General, Toronto, Scarboro, Ont. General, Winnipeg General and Brantford General hospitals have instituted parts of the plan already.

* * *

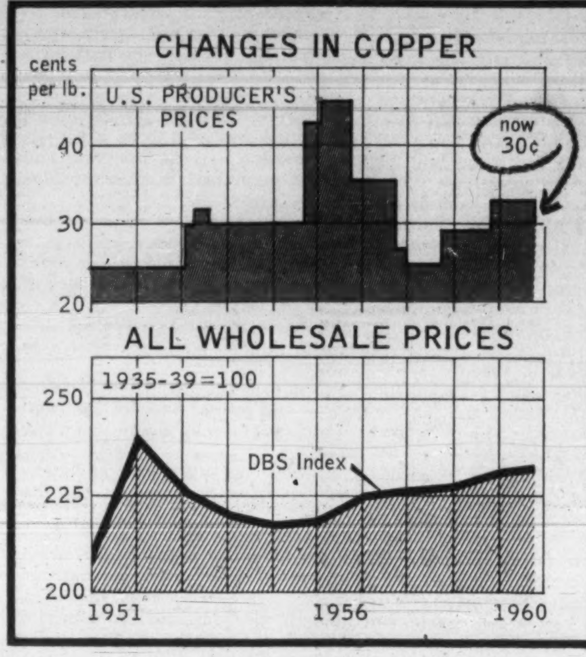
LOOK FOR pressure on the federal government by foreign consular representatives and Canadian social planners to require all future immigrants to Canada to have a basic knowledge of English before setting foot on Canadian soil. Experts claim that an immigrant who can't communicate is only fit to take work as a laborer. If newcomer is helped further in Canada with short course in terminology used in industry (sponsored by Canadian business), then, immigration authorities say, there'll be little need for public welfare aid for the immigrant.

FLYING WING — An all-wing airliner to carry 300 passengers across the Atlantic — for only $31 apiece one-way — has reached final design study stage in U.K. Low operating cost is due to use of laminar-flow, sucking part of the airflow into plane's wing and fuselage through narrow surface slits. Wing-plane will cruise at speeds almost as fast as sound. Scientists say it will be effective above sonic speed, and that it's the key to making supersonic travel commercially worthwhile.

* * *

PROPRIETARY medicines are going to be "exposed" by the American Medical Association, the AMA says. AMA charges most of them are harmless but a waste of money. Average family spends $200 a year on them. The association intends to wage an intensive education campaign to counter the claims of medicine makers. No plans are under way in Canada yet to follow suit, says the Canadian Medical Association.

CHALLENGE to Canadian appliance makers is seen in this year's move by our auto industry, which is tying itself to warranty guarantees for 12 months or 12,000 mi. Watch for producers of refrigerators, automatic washers and dryers and the like to stretch warranties on dependability of their products.



Few Cutbacks in Canada As Copper Prices Droop

By JOHN BLACK

Nervous world copper markets, unsettled by a record production rate and new price cuts, are courting production cutbacks.

Behind the moves: An unbalanced supply-demand situation, suddenly too serious for comfort.

- **In Canada, where the producers are not panicky,** so far only a few **Noranda** group mines are shaving production.
- **Our biggest producer, International Nickel,** plans to continue copper output full steam.
- **Elsewhere in the world,** more U.S. and African producers are talking about cutting output than doing it.

Stocks of refined copper in the western world are estimated at about 380,000 tons, an increase of 80,000 tons from the end of 1959 and about 10% of annual production.

In the face of the 3c lb. U.S. price drop (**FP,** Oct. 15) and the Canadian fall of 1½c, this country's output is still likely to set a record in 1960.

(Canadian output last year was 395,000 tons. First-half output this year was 219,000 tons, running 17% ahead of 1959's first-half output of 187,000 tons.)

Cutback of 5,000 or more tons by the Noranda group is not likely to hinder a new high.

Noranda earlier announced a second-half curtailment target of 10% by reducing combined operations at its Horne mines, **Gaspe Copper** and **Waite Amulet.** Company says the reduction may in fact exceed 10% unless production should be withdrawn from world markets due to a prolonged strike in Chile.

Inco, as it announced a new low 1960 price of 28½c, will not compromise output because of weaker prices or to the detriment of its allied nickel production.

Inco is Canada's largest copper producer, sold 126,000 tons of copper last year and is rated fifth among the world's copper producers. (The three Noranda-

(Continued on page 2, col. 2)

What's Really Brewing In Our Export Trade?

- Giant Massey-Ferguson Ltd., Toronto, sees little hope for increases in manufactured exports unless Canadian technology gains: p. 25.
- The top spokesman for Canada's exporters says protectionism isn't an answer to unemployment, and we need more free trade: p. 38.
- An Eastern Canada economist says we must negotiate independently with the big trade blocs within four years — or else Canada will face tariff walls everywhere: p. 3.
- A Western Canada economist says we must nail our dollar at a discount to make Canadian exports competitive and to boost employment: p. 7.
- Once again, the shadow of U. S. pressure against subsidiaries in Canada looms as a trade threat . . .
- Ottawa officials say that our exporters aren't doing enough hard selling . . .
- Yet, the Canadian Exporters Association plans to ask Ottawa for special export credit . . .

By CLIVE BAXTER

SEIGNIORY CLUB (Staff)—Canada's exporters this week served notice that they are not at all pleased with the way their business is going.

This statement of dissatisfaction was the most pronounced and virtually the only result of the Canadian Exporters Association's annual convention.

To observers at the convention it seemed both sides were very busy passing the buck back and forth between exporters and government agencies.

The exporters passed a resolution urging the establishment by Ottawa of a new banking facility to handle term financing for Canadian exports, particularly in the field of capital goods. This move was expected and was predicted in FP, Oct. 15.

At the same time delegates asked Ottawa to take steps to lower the premium on the Canadian dollar and to keep the St. Lawrence Seaway open until Dec. 15. Canadian corporations were urged to make more use of Canadian ports.

However the exporters didn't have things all their own way. During two sessions of the convention a number of divisional heads from the Department of Trade and Commerce talked about the trade outlook in various parts of the world.

Politely, but firmly, most made this point: That Canadian exporters are not doing enough themselves to get out and sell their products.

Rightly or wrongly, the majority of delegates at this week's meeting were seriously worried that their industry may soon be sacrificed to the growing Canadian desire for increased protectionism.

Association President R. D. L. Kinsman set the scene with a vigorous opening speech that at-

(Continued on page 8, col. 6)

Cuba Seeks Your Trade But Watch These Tips

By NORTON ANDERSON

Canadian firms can do a big export business to Cuba . . .

That is, unless the U.S. trade embargo against Cuba cuts into Canadian affairs.

- **The U.S. embargo** might wipe out Cuba's dollar supply.
- **The U.S. government** might persuade the Canadian government to follow with a Canadian embargo. But this seems very unlikely right now.
- **The U.S. might** apply its Foreign Assets Control Act. This would mean that no Canadian subsidiary of a U.S. company could trade with Cuba.

However, unless the U.S. specifically states that this act is applied, Canadian subsidiaries won't be affected by the U.S. embargo.

There's a possibility that the U.S. will ask Canada to guarantee that there will be no transhipment through Canada of U.S. goods under embargo.

How do you do business with the Castro regime?

To find out, **FP** contacted some big Canadian exporters to Castro's Cuba.

Most of them expect to get more Cuban business.

They expect to take the place of U.S. firms in supplying many products wanted by Cuba.

All of them have one big reservation, though:

Will the revolutionary government be able to raise enough cash to buy heavily in Canada?

Not a single one of the exporters I spoke to will ship to Cuba without cash on the barrel-head.

Their terms of sale are simple: Confirmed, irrevocable letters of credit drawn on a U.S. or Canadian bank.

It wasn't always this way for many of them.

Some Canadian companies continued to ship merchandise to Cuba after Castro came to power on open terms.

After Castro was in office for a few months, the Canadians had a change of heart.

They wanted full assurance of payment.

At first, some Canadian firms were willing to accept the letters of credit drawn on a Cuban bank.

They'll no longer accept these guarantees.

Here's how four Canadian exporters to Cuba operate:

- **Noranda Copper & Brass Ltd.,** Montreal, sells copper tubing (sharing between $600,000 and $700,000 a year with **Anaconda American Brass Ltd.**) to Cuba.

In past years, Noranda insured with the Cuban government — before Castro — but then after the revolution asked

(Continued on page 8, col. 3)

Ottawa Hints U.S. Policy May Crimp Castro's Credit

By DON PEACOCK

OTTAWA (Staff) — In the view of informed officials here, the only chief matter for consideration in Canada-Cuba relations at this stage is this:

How the new U.S. embargo against the Castro regime will affect the Cubans' ability to pay for purchases from Canadian interests.

Since so much of Cuba's economy until recently depended on trade with the U.S., there is a distinct possibility that the Castro government may soon run short of dollars with which to buy Canadian exports.

With the decline of U.S. trade with Cuba, Canadian interests can do more business with the Cubans — but only if the Castro government can scrape together enough dollars to pay.

Total Canadian exports to Cuba in 1959 were $15.3 million and in 1958 about $17.6 million—including the non-repeating $2.8 million sale of **Canadian National Steamships'** vessels.

For the first six months of this year, our exports to Cuba were down about 20% from 1959 — at $4.8 million compared to $7.4 million.

But they could easily pick up in the last half and bring the year's total to about the average of the past.

Newsprint has been the main Canadian export, running at about $4 million annually. But earlier this year it ran into competition from Russian newsprint.

Cuba has long been a vital market for codfish caught by fishermen from Newfoundland and Nova Scotia — between $2 million and $2.5 million worth annually, a big item for the fishermen though relatively insignificant in Canada's over-all trade picture.

The same is true of the Cuba market for seed potatoes. It has absorbed about $300,000 worth annually from New Brunswick and P.E.I. for years.

If Canadian seed potatoes were to displace the U.S. product, the figure would be doubled.

Canada has had a market in

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The Outlook

An FP roundup of the latest facts and expert opinion on the economic weather ahead . . .

By DALTON ROBERTSON

MOST BUSINESS ANALYSTS have been watching the pace of economic growth in Canada and the U.S. slow to a crawl during recent months and concluded that a recession was in the offing. And it can't be ruled out yet.

But in sharp contrast to recent recession talk is the constructive note sounded by businessmen themselves at the recent meetings of the National Industrial Conference Board in Toronto. They recognize that the last several months have been a period of shake-out for the whole North American economy—but believe that in most fields the worst is over and moderate expansion lies ahead.

For Canadian business planners, this more positive tack is good news. Best guarantee of renewed Canadian expansion is more pep in the U.S. economy. **Here is how top men in several key industries size up the trends and prospects:**

▶ **Roger M. Blough, chairman of U. S. Steel Corp.,** says steel "inventory cutting has gone about as far as it can go in the U.S. and further liquidation will be slight."

Result: Steel mill operations in the U.S. should show some improvement in the fourth quarter. Steel output in the immediate months ahead should be based on the solid needs of consuming markets, not on a temporary inventory build-up, Blough says. **Consumers, he believes, will go into 1961 with stocks well trimmed** and with little or no inventory fat to remove; steel production should closely parallel steel consumption.

One indication of the size of recent readjustment: U.S. steel industry is now operating around 55% of capacity as against 94% during the winter and with this swing from inventory

(Continued on page 2, col. 4)

East-West Oil Row Enters Last Round

Final blows are now being dealt in one of the biggest rows Canada has seen in decades.

This is the east-west fight over crude oil.

Expect Ottawa to ring the bell shortly.

By W. L. DACK

The hottest political issue facing Canada's new Trade Minister as he takes office is the explosive oil marketing wrangle.

Before Mr. Hees are the findings of the National Energy Board, hammered out after weeks of study and intensive industry questioning.

Hees must make his decision on which one of several alternative proposals to recommend to cabinet.

Since the government considers this one of the most urgent issues before it, cabinet will be urged to move quickly. A statement on the government's oil policy could come out any day now.

Hees and the cabinet have only three choices — and the last one doesn't count since it won't even be considered.

They are:

- **Go 100%** for the Montreal market now.
- **Advocate instead** a middle-of-the-road saturation of the Ontario market with Canadian crude.
- **Just sit pat.**

Reports are that the Energy Board itself remained split on its recommendations.

Both sides of the oil marketing hassle agree on one thing:

This is a highly complex issue.

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Look for It Here

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PROVINCIAL CONTRACT

Hill-Clark-Francis Ltd., North Bay, Ont., has won a $707,436 contract from the Ontario Department of Public Works for construction of two new dormitory buildings and single staff quarters at Monteith industrial farm. Contract includes a winter work clause which means the contractor must continue work throughout the winter as much as possible. The public works department also called for tenders for construction of a 10-bay garage for the Ontario Department of Highways at Grafton. Estimated cost is around **$125,000.**

Few Cutbacks in Canada As Copper Prices Droop

(CONTINUED FROM P. 1)

controlled mines whose output has been cut back, produced 71,000 tons last year.)

Said senior Inco vice-president, Ralph D. Parker:

"In view of the outlook for nickel demand, the company is continuing its nickel production at capacity.

"Because copper and nickel are produced together, it is not possible to contemplate curtailment in the present level of copper production.

"Lighter copper demand means Inco will strengthen copper inventories," Parker said, "for the more effective service to regular customers in emergencies."

Falconbridge Nickel (16,000 tons of copper produced last year) also takes a "no cutback" stand.

"Production is now at full capacity and will be all through next year," a spokesman said. He felt that, short of a general strike in Chile and a catastrophy in the Congo, prices may fall even further before the year is out.

Another Noranda official, inclined to believe that cutbacks will shore up market prices, said the industry must gain a stable market balance.

"These (price) extremes do not make sense," he said.

This week the price shakedown has Canadian domestic at 28½c lb.; New York smelters at 30c lb. and spot futures at 27.6c lb.; London commodity market at 27¾c lb., down ½c over the week.

East-West Oil Dispute Enters Its Last Round

(CONTINUED FROM P. 1)

Either move — Montreal or Ontario — will cause a lot of industry upset, will bring changes in oil marketing economics. International politics and markets are involved. Domestic politics are very much involved.

There are certain side features of the on-to-Montreal move that must look very appealing to the government at this particular time.

It would provide much needed employment for thousands of workers in pipeline construction and steel and pipe manufacture.

This big, go-it-alone move would be welcomed by some as a slap in the face to foreign controlled investment.

Politically, it is understandable why the government would like to do something which would please the West and seem to alleviate one of its most painful grievances.

The basic question Ottawa has to weigh in making up its mind on the thorny oil marketing issue is this:

What effect would the Montreal move — and all it entailed in government intervention to assure the $350 million pipeline financing job — have on Canada's preferred oil marketing position in the U. S.?

This is our No. 1 export outlet. Shipments there this year are running around 115,000 b/d, up 25% from last year.

Next month or in December, we'll probably penetrate another new market area in U. S. — Toledo-Detroit region.

The integrated refining companies say the U. S. would probably move immediately to put our exports back on a quota system with the rest of the world in the event we go for Montreal.

They also see a likely loss of an estimated 100,000-125,000 b/d export market over the next three years in existing and potential exports to U. S.

A lot of this would involve inter-company and special switch deals. As a result our net gain over Montreal would be sharply reduced.

The independent western producers scorn these dire predictions, claim the U. S. is bound to open its doors wider in a few years and at that time we should be better able to compete with the rest of the world.

In the meantime they say, we have had access to an all-important Canadian market that will help keep the producing industry alive and well throughout this tough intervening period.

If the government decided to back the Ontario move — and in the view of a number of usually well-informed authorities this still appears the most likely action — the next big question is how best to accomplish this?

Keeping foreign crude (in the form of products mainly) out of Ontario, would swing an additional 50,000 b/d market over to prairie oil, a 10% gain from present market levels.

In testimony before NEB, **Imperial Oil** claimed there's enough excess refining capacity in Ontario now to replace all the products currently being brought in from Montreal.

In its testimony **Shell Oil of Canada** claimed there wasn't. Shell said some other stop-gap method would have to be taken if Ottawa wanted action right away.

They came up with a novel plan. In essence it's this:

Let the products pipeline remain operative and the main shippers — Shell, **Canadian Petrofina** and **BP Canada**—keep supplying their Ontario outlets from Montreal until additional refinery capacity is constructed.

But these same shippers might be compelled to replace the crude equivalent of these imported products by tanker shipments of Canadian crude via the Great Lakes in the open navigation season.

The crude could be loaded at several take-off points on the **Interprovincial** pipeline — Superior, Wisc., Sarnia, Clarkson.

The problem here, of course, is the additional cost of the Canadian crude at Montreal — estimated at around 30c bbl.

Who should bear the cost of this — the oil companies involved, the Quebec consumer or the Ontario consumer?

The significant thing about Venezuela's offer to keep its oil out of Ontario is its apparent willingness to co-operate with Ottawa in a plan to saturate further the Ontario market with Canadian crude.

It's obvious Venezuela is ready to write off its 30,000 b/d share of the market, if by so doing it consolidates its chances of holding its share of the Quebec market (running around 170,000 b/d). That's a good trade.

It's doubtful though if at the present time Venezuela has the power to dictate where its oil customers dispose of their products.

But a Venezuelan Embassy official told **FP** this week that Venezuela was prepared to seek legislative action to force awkward refiners into line.

Even if implemented entirely, the Venezuelan move wouldn't remove all marketing pressure on Ontario.

The Montreal refiners, if they wanted, could step up their imports of crude from the Middle East. This source is currently supplying some 30% of the big Montreal refining market as it is.

From the outside, it would look as if somebody put the Venezuelans up to their "beau geste" as a way of ameliorating the Canadian situation and giving the Canadian government less excuse for moving in on the industry with an inevitably big batch of regulations.

The Outlook

(CONTINUED FROM P. 1)

building to inventory cutting, 15 million tons less steel was produced this year. (Canadian steelmakers have had a better time: Their operating ratio is now 85% as against full capacity early this year.)

▸ **Charles H. Kellstadt, chairman Sears Roebuck & Co. says that "if this is a recession, it is a peculiar one—retailing is only one of the areas going to a record."**

U. S. retail sales rose 2%, year-to-year, in the first half of 1960 which, according to Kellstadt, was a disappointment when a 4%-5% gain had been expected. But **he believes that sales will rise** with rising incomes—and his own company is planning for a 5% advance.

With a relatively indifferent performance in the first half in both Canada and the U. S., Kellstadt thinks there is a basis of demand being built that will hike sales later this year and through into 1961. **"Look for an improved market for big-ticket items in Canada in 1961," he says.**

▸ **Frank Magee, chairman of Aluminum Co. of America,** believes that in his company there will be a "modest increase in shipments (over the balance of 1960 and in 1961) which could develop quickly to more substantial proportions if the pace of economic activity improves."

But he warned that the **aluminum inventory situation was still abnormal despite substantial liquidation in the first nine months of 1960.**

One result for Canada: "Most importation to the U. S. comes from Canada and, in the case of the primary metal, the total is expected to be 156,000 tons (this year), a 35% drop from last year."

World copper production, he believes, will continue to exceed demand. Lead inventories are rising, he notes, but the outlook for zinc is more favorable.

▸ **A. P. Jewett, president of Abitibi Sales Co., sums up prospects for this continent's pulp and paper industry this way:** "I suspect that over the next two to three years, competition within all segments of this industry will be very keen. However, per capita consumption of industry products continues to rise . . . and suggests that all existing capacity and that under construction may well be needed in the next four to five years."

▸ **W. O. Twaits, president of Imperial Oil Ltd., notes that Canada's petroleum demand has been growing** at the rate of 8%-10% per year in the postwar period. The outlook: "In regard to oil, Canadian domestic demand will have a lower rate of growth consistent with economic conditions. Based on 'reasonable' growth of gas sales, domestic demand for petroleum will increase at a rate of 4%-5% per year."

From Martin Gainsbrugh, NICB chief economist, comes this optimistic appraisal of over-all conditions:

"The economy of the U. S. is still operating in high gear as it moves into the final quarter of the year, despite some loss of momentum arising from the cessation of inventory buying. The continued strength of end-product demand gives promise that inventory demand may shortly be resumed and that **some of the current dislocations may be left behind by year-end** or shortly thereafter."

Gainsbrugh draws attention to the fact that recession talk or no recession talk, the over-all performance of the U. S. economy right now compares favorably with that in earlier quarters of this year, whether measured by gross national product, or volume of industrial production or by numbers of people employed.

Dissatisfaction about current business activity, he says, is due to **business suffering from an acute case of excessive expectations about 1960.** It wasn't as good as expected, he says, but it was good, nevertheless.

* * *

If the NICB is focusing its attention on what's good about today's business and comparing it with earlier levels of activity in the U. S., some **other organizations are watching the pace and rate of U. S. growth with some concern about the future:**

• **First National City Bank of New York** notes that "unmistakably, plant and equipment outlays are topping off in the U. S." and that "various surveys of U. S. consumer attitudes and buying plans have noted a hesitancy among consumers, also apparent in their reluctance to add further to installment debts."

• **First National Bank of Chicago notes that "a number of significant indicators of economic activity continue weak . . .** consumer buying of durables such as furniture and appliances is lagging . . . residential construction is sluggish . . . housing starts running below last year . . . profit margins have narrowed and aggregate profits are below previous expectations . . . and 5.9% of the U. S. labor force is idle, considerably higher than average for the postwar period."

* * *

Another indication of today's split opinion about economic trends in the U. S. comes from a St. Louis meeting of security analysts. A Wall Street Journal poll of the 22 speakers—officials of U. S. industrial, utility and retailing companies—showed 10 believed the U. S. was in a recession, 11 said it wasn't and one believed the U. S. economy was currently coming out of a recession.

Corby Earnings 18% Below '59

MONTREAL (Staff) — Indicated consolidated net profit of **H. Corby Distillery Ltd.,** Montreal, dropped 18% in the year ended Aug. 31, 1960 to $1,390,000 ($1,700,000 in 1958-59), equal to $1.25 ($1.53) per share.

Lower profit margins, and higher retail prices in Canada, resulting from increased federal levies, affected results.

"These price increases, no part of which accrued to the distillers, induced many consumers to purchase lower-priced products," President G. Ross Herington says.

Profit figures are based on unaudited results.

Douglas Waters Heads Dealers

Douglas Waters of **National Typewriter Inc.** has been elected president of the Canadian Office Machine Dealers Association.

Other officers elected at the association's annual convention in Montreal:

H. Blake, chairman of the board; T. Costain, first vice-president; P. Maag, second vice-president; Jim Piszel, secretary; T. Hagbarth, treasurer.

Directors: A. Kaiser, J. Barr, G. Laliberte, K. Langwisch and H. Simpson.

Study Medical Plan Effect On Standards

From Our Own Correspondent

WINNIPEG — The possible effect of Manitoba's free medical care program on standards of medical teaching will be studied by a three-member commission.

Under the province's "medicare" program cards were issued to more than 10,000 recipients of provincial social allowances entitling them to medical and dental care, optical services and necessary drug supplies specified by doctor's prescription.

Holders of the cards were given the right to seek treatment from a doctor, dentist or optician of their own choice.

Formerly medical needs of many of the group were obtained in the out-patients' section of teaching hospitals.

Here they were attended by specialists if their ailment required it, but more frequently by senior internes who in this way got clinical training under supervision of qualified medical staffs of the hospitals.

The commission is headed by Harold J. Riley, Winnipeg lawyer.

The other two members: Dr. Kenneth R. Trueman, representing the Manitoba Medical Association, and Dr. John P. Gemmell, representing the University of Manitoba medical faculty.

Its report is expected to be ready for presentation at the next legislative session.

MASSEY SOUND

Former Governor General Vincent Massey will have his interest in Canada's northland identified through naming of an Arctic shore feature as Massey Sound. In the northern archipelago, the sound is 70 mi. long and 30 mi. wide. It is between Amund Ringnes islands and Axel Heiberg.

ANNOUNCEMENT

W. G. CLARKSON

W. G. Clarkson has been appointed sales manager of Lease Motor Vehicle (Canada) Ltd., with headquarters at 94 Wellington Street West, Toronto, Ontario, it is announced by Wilber I. Newstetter, Jr., executive vice president and general manager of the parent firm, Lease Motor Vehicle Co., Pittsburgh.

In his new capacity, Mr. Clarkson will develop and handle auto and truck fleet leasing plans throughout Canada.

Mr. Clarkson has been associated with the Canadian automotive and trucking industry in sales and service for the past 10 years and is a member of the Toronto Board of Trade. He served with the Royal Canadian Air Force during World War II and since has been actively connected with aviation as a member of the Royal Canadian Air Force Association and the Canadian Aeronautical Association and Canadian Owners & Pilots Association.

BEACO CLAIMS

Beaco Ltd. has acquired claims in Lemhi county, Idaho, on ground with known gold placers. Sample panning has been conducted and feasibility of hydraulic mining studied, Vice-President W. J. Bichan says.

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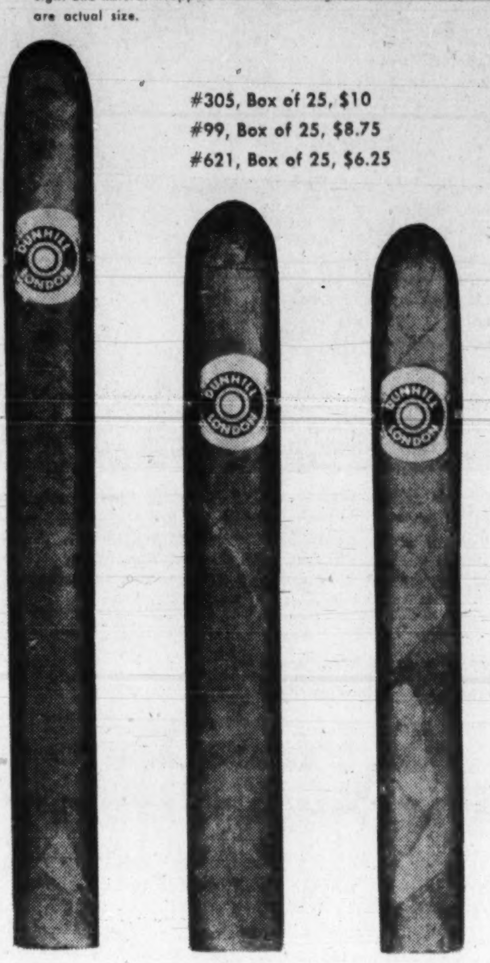

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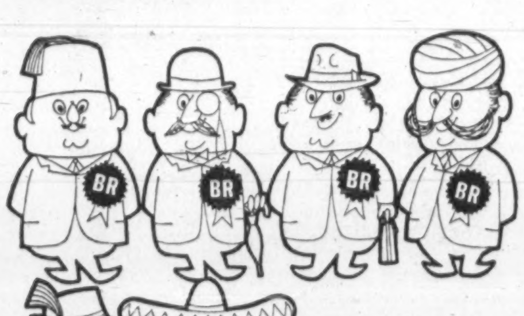

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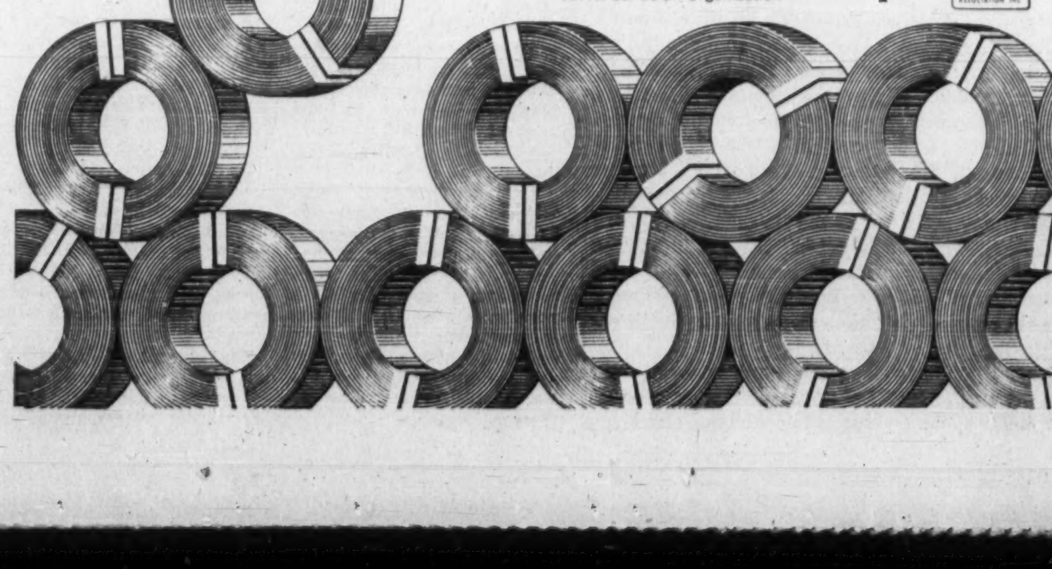

How to Live in a New 'World of Giants'

Today's problems as seen by speakers at National Industrial Conference Board . . .

How to Reward the Leaders Keep Tax Collectors Happy

If the Income Tax Act doesn't allow us to reward our leaders, business and otherwise, by the old fashioned method of paying salaries, we must find other ways, William L. Mercer, chairman of a Toronto firm of pension and employee welfare consultants, told recent National Industrial Conference Board sessions in Toronto.

Here, in brief, are some of the methods he suggests for compensating executives without raising ethical questions as far as the tax gatherer is concerned:

By WILLIAM L. MERCER

- **Group Life Insurance:** There are many employers who have not taken maximum advantage of the underwriting economies and income tax advantages of group life insurance. Executives can be covered for amounts as high as $100,000 or more on a non-medical basis.

It is true that beginning this year the executive is subject to a complicated form of tax on amounts of insurance in excess of $25,000 but tax is minor and the tax advantage still very great.

- **Executive Accident Insurance:** Executives can be covered for 24-hour a day executive accident insurance. This will pay their beneficiaries a large lump sum in the event of accidental death anywhere, any time, from any cause — ON OR OFF EMPLOYER BUSINESS. A common amount of coverage for senior executives is $100,000 and the cost is nominal.

- **Workmen's Compensation:** Executives of industrial concerns are automatically covered by Workmen's Compensation. But executives or partners of non-industrial concerns (legal firms, chartered accounting firms, financial houses, insurance companies and the like) are not covered unless the employer or partnership requests it. Many do not who should.

For example, I have voluntary coverage at a before-tax cost to my company of no more than $10 per year. The tax benefits to me might prove out of this world. If I were killed on a business trip my wife would receive $90 per month for life or until re-marriage plus $35 per month for each of my six children until they were 18 — an initial total of $300 per month.

The important point is that my wife would pay no income tax on this income, no matter how high her other income might be and she would pay no estate tax on its present value, no matter how large my estate might be.

One point, however. Before proceeding with voluntary workmen's compensation, check with your legal counsel to form an opinion on the extent you need to worry about your right of action, against those responsible for your death or injury, being impaired.

- **Long term Disability Insurance:** One of the most frightening things for an executive, or for anyone else, is the prospect of becoming totally disabled — while still living for many years unable to work.

Although his employer will usually continue his salary for a year or so, what happens at the end of that time? Through certain forms of group insurance or through amendments to the pension plan, the executive can be protected against long term disability at a very nominal cost.

- **Major Medical Insurance:** Most executives are covered along with the other employees for routine medical expense. However, an executive, for the very reason that he is an executive, is often called upon to pay higher-than-usual medical bills. He is often charged on his apparent ability to pay. Types of group insurance are available which will re-imburse the executive for large and catastrophic medical expenses.

- **Pension Plans:** It is not so widely understood that the executive group may be isolated and covered for different pension benefits from the other employees — benefits which solve the problems peculiar to executives.

For example, executives usually receive their highest remuneration late in life. There is a good argument for basing executives' pensions on their final earnings, whereas average earnings may be suitable for the rest of the employees. Also the employer may wish to consider directing funds toward early retirement, disability and widows' and orphans' pensions for his executives. All these things can be done.

- **Stock Option Plans:** A successful stock option plan is one of the few methods of getting a large lump sum payment into an executive's hands with relatively little damage from the high and progressive income tax. Stock option plans are usually always associated with an option on the employer's own unissued stock, but this need not be the case.

An employer whose stock is not on the market or an employer who is not a corporation at all could purchase any stock to hold, giving the executive the option to purchase it in the future at the employer's purchase price.

The articles of many corporations do not require the directors to seek approval of the shareholders in granting stock options to executives and sometimes stock option plans are instituted without seeking shareholders' approval. But a stock option plan, if it is successful, necessarily involves a dilution of the shareholders' equity.

I am inclined to favor seeking shareholders' advance approval, whether or not it is legally necessary, because I'm one of those miserable people who is still old-fashioned enough to believe that a corporation is owned by its shareholders, and that no commitment to sell its assets below market value should be made without the prior approval of the shareholders.

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Canada's Special Problem In Automotive Industry

George Romney, president of American Motors Corp., outlined to the National Industrial Conference Board his suggestions for putting new life into Canada's automobile industry. Here are excerpts:

By GEORGE ROMNEY

Canada has a special problem of low potential volume in relation to the number of (automobile) producers, both inside and outside the country.

The short-range problems of employment, high cost to the consumer and **loss of market to the imports could be alleviated by some short-range steps on the part of the government.**

Canada's relatively low volume and the fact that no single make of car will attain a volume of 100,000 units in 1960 for example, and the loss of one-third of the Canadian market to imports suggest these proposals for consideration:

- When a Canadian manufacturer meets Canadian content requirements, the 7½% excise tax should be dropped. The concept of British Commonwealth content should be eliminated in favor of Canadian content in determining domestic manufacture.

- Changing existing legislation to make the sales and excise taxes payable on a more equitable basis for both imported and domestic cars. The present practice is that sales and excise taxes are payable on duty paid value on imports and on dealer costs on manufactured products — a penalty of $50 on Canadian manufacture.

- Review of the existing automotive tariff schedule, looking toward elimination of the present Commonwealth preferential treatment when possible. There is insufficient time to expand these points.

The penetration by compacts and smaller cars during the past three years has increased from about 14% in 1957 to more than 40% this year. It is reasonable to suppose that this will continue to a point at which such cars should take at least two-thirds of the market, although the share going to imports is likely to diminish as a result of the effect of the compact revolution and government action of some type.

Does the present system of supplying consumer durable goods in other countries impose a severe economic disadvantage on those countries and their people?

Some suggest the greater integration of the Canadian automobile industry with industries in other countries. The agricultural implement industries of the U. S. and Canada are now operating on an integrated basis, for example, with genuine benefits to the Canadian industry and buyers.

One new approach we feel merits thorough study would involve international company-to-company arrangements, with appropriate action in respect to tariffs and barriers.

This arrangement would permit companies to set up an international manufacturing bridge with tariff-free exchange of production between the foreign and domestic companies limited exactly to equal national content production values flowing in each direction.

Under this system, each country would be encouraged to produce not only the product or component which it is best able to produce but also to develop the basic and natural skills of manufacturing, rather than depending excessively and disadvantageously on the elemental art of assembly alone.

This would develop local industry basically and practically, rather than artificially, and because it would be self-controlled by the mutual character of the flow between companies, it would build equally on either side of a border, and would **extend to the consumer in each** country the advantages of aggregate volume which include much lower costs, and much lower prices.

It is our understanding, that a similar process is now in partial effect between Sweden and Norway.

It is obvious that consumer durable goods industries need large volume markets and large scale manufacture for maximum efficiency and economy. Each country has certain economic advantages which enable it to play a sound part in such volume output and distribution.

The problem of the free world countries — wherever they may be geographically — is to participate in these activities on a sound economic basis and thus bring them to the maximum efficiency necessary to reduce costs, lower prices and expand volume at home and abroad.

It is my conviction that both the United States and Canada need to take a fresh look at our attitudes toward our own two-way trade and world trade. An approach based on excessive nationalism will not only be self-defeating but positively harmful to both of our countries and prevent the development of economic relationships that could prove a pattern for the free world in its coming struggle with a highly integrated communist economic structure.

We've Got World We Want: How Do We Trade With It?

Forrest L. Rogers, Bank of Nova Scotia economist, examined postwar trends in the Canadian economy before members of the National Industrial Conference Board and made these proposals for bringing Canada's commercial policy into line with the changing trading world in which we live:

By FORREST L. ROGERS

It should be clear that one of our main economic problems at this time is in adjusting to a changing world economy and not simply to the U. S. alone.

After much pulling and tugging, **we have in many respects brought about the kind of trading world which we on this continent have so many times said we wished to have**—a world in which the industrialized countries of Europe and Japan are once again able to stand on their own feet, and a world in which the discriminatory trade and exchange controls of overseas countries have been largely removed.

Now that these conditions have been achieved, however, we find it difficult to appreciate the new market opportunities because of the added competitive pressures on our own producers.

In these circumstances, indeed, the desires of European countries for regional integration have tended to push us on to the defensive, at a time when more than ever we should be striving to sustain a positive approach to world trade expansion and a co-operative front against Communist economic pressures.

This is probably as good a time as one could expect to examine possible changes in Canadian legislation, since **the fresh inflows of direct investment capital over the past two or three years have been considerably less overwhelming than in the previous few years.**

Turning back to our more general economic problems, there are, I believe, three basic considerations which we should keep firmly in mind:

The first is the obvious need to stimulate sufficient new employment to meet the continuing growth in our working force and to reduce the present unduly high rate of unemployment.

The second is the need to strengthen our competitive position in a highly competitive world — in other words to get our costs down somewhat relative to those of other countries, and thus reduce the deficit in our balance of payments.

Thirdly there is the need to keep firmly in mind **this country's fundamental dependence on foreign trade.**

Against these basic criteria, one can suggest a number of specific measures. For example, there is undoubtedly **a good case for improving our system of unemployment benefits,** both on social grounds and to sustain the level of consumer income and spending.

There are strong reasons also for enlarging the amount of our foreign aid appropriations, and it would be far wiser to do this, I believe, than to push into the field of export credits.

Another area where we might seek specifically to expand employment is in that of social capital — there are obvious shortages of hospitals, schools, parks, jails, courts, public transit and so on, and this kind of expenditure does not usually have a high import content.

The financing of such outlays is, of course, a key problem, and we must remember the vital necessity of keeping down our costs.

I believe that the situation could be helped, however, by some general expansion in credit and by considerable further reductions in long-term interest rates. (After all, there has been no net credit expansion at all now for two full years, and long-term interest rates are still far higher than at any time in the 27 years between 1932 and 1959.)

Such moves should also assist in other ways to stimulate added employment without re-awakening inflation — not least perhaps in **encouraging some further downward readjustment in the exchange rate.**

To me, at least, a moderate reduction in the exchange rate would seem to be the most direct and most efficient way of improving the competitive position of Canadian producers, with the least drawbacks in the form of upward cost pressures or government discrimination in favor of one industry or another.

It would be foolish, of course, to suggest that such a change in the rate would be easy to achieve, but **I think we could be a lot more imaginative than we have in trying to bring it about.**

Even if we had some success bolstering our competitive position in these ways, it would undoubtedly be wise to continue the study of specific tariff, tax and subsidy arrangements which at present seems to be one of the main centres of Ottawa attention. There are undoubtedly many changes worth considering in the light of today's conditions.

It would be a serious mistake, however, to expect too much

(Continued on page 15)

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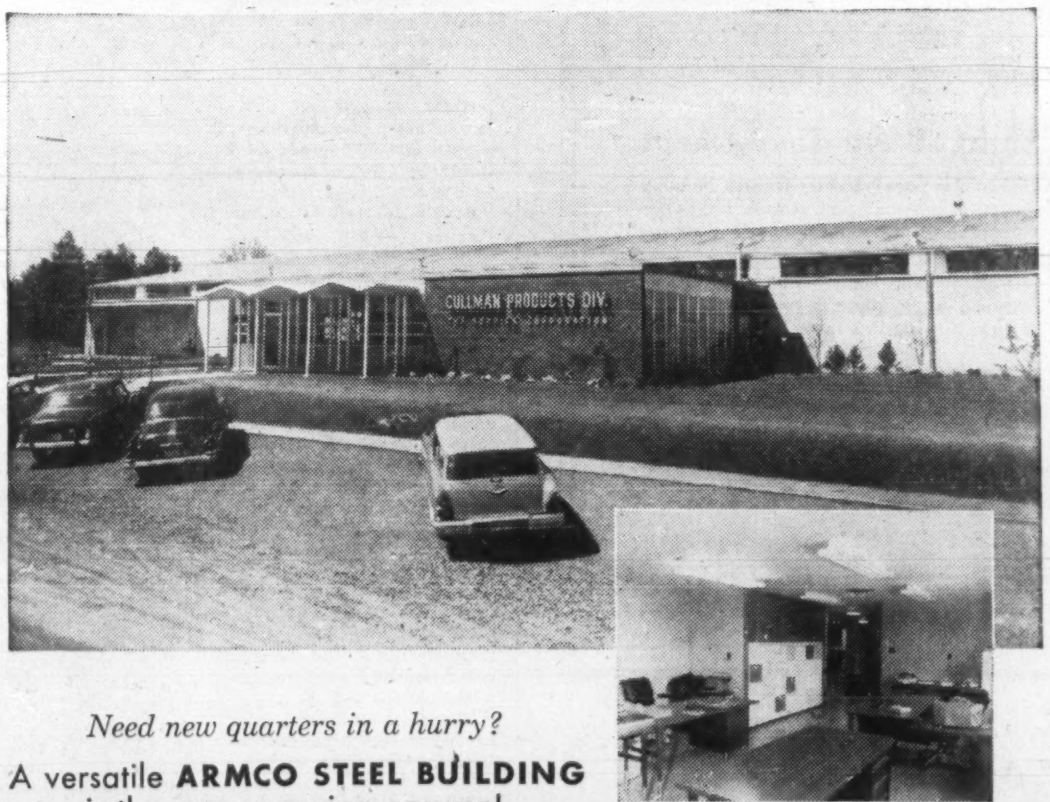

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Buy Japanese Stocks? This Makes It Easier

Participation by North American investors in the busy stock market of Japan is expected to increase shortly.

By early November, it is believed, Japanese authorities may authorize the listing of Japanese securities in U. S. markets through the American Depository Receipt (ADR) system now used for many European stocks traded in the U. S. (**FP**, Sept. 24).

Finance Minister Mikio Mizuta expects to announce his plan authorizing the ADR system before the end of October, according to Japanese press reports.

Since the proposed introduction represents a relaxation of foreign exchange controls, the sanction of the Foreign Exchange Control Bureau in Tokyo is required. This approval is considered to be imminent.

From the Japanese viewpoint, advantages of the ADR system might be to help attract foreign capital and to create a more receptive market for Japanese bond issues abroad.

By means of ADRs, the North American can invest in foreign securities represented by registered receipts issued in the U. S.

The receipts, normally, are evidence of deposit of the original share certificates in designated overseas banks.

"Custodian banks" in Japan could be appointed from the 12 "Class A" Japanese foreign exchange banks, the trust companies, and six stock brokerage houses — Nomura, Yamaiichi, Nikko, Daiwa, Daisho, and Nippon-Kangyo.

The first four of these brokerage houses have New York offices, and have applied to the Japanese finance minister to be designated as dealers.

Under the ADR system, custodian banks will not be allowed to buy or sell rights to new issues, nor to act as agents with power-of-attorney.

Certain minimum standards will be enforced, to ensure that ADRs are only issued for firms with sizable capitalization and assets, and a good dividend record. Some 50 stocks are being mentioned as possible candidates.

Japan eased its foreign investment regulations recently to permit foreign investors to repatriate one third of their investment after two years, another third after three years, and the remainder after four years.

The new system is expected to introduce a still more liberal note, and to make Japanese stock purchases more convenient, quicker and cheaper for foreigners.

Here is a comparison of trends in prices of Japanese and Canadian industrial stock prices:

1953 = 100	Japan	Canada
June, 1957	94	190
June, 1958	103	154
June, 1959	184	170
June, 1960	265	161

May Alter Mussens Trust Deed To Permit Growth Financing

MONTREAL (Staff) — **Mussens Canada Ltd.** debenture holders will be asked to approve trust deed changes at a meeting Oct. 27 to pave the way for additional financing, possibly before the year end.

Principal effects of the changes:

- **To alter** definition of net tangible assets to include proceeds accruing from the sale of any bond issue.
- **To alter** the original concept of company's capital structure, raising funded debt ratio from 40% to 50%.
- **To separate,** for purposes of trust deed definitions, finance subsidiary **Colbourne Acceptance Ltd.** from the parent company.

Since the debentures were issued early in 1957, net profit has not attained the $422,603 level of the 1956 fiscal year.

Subsequent annual earnings were $371,760, $348,851, and $342,145, plus $54,981 in a six-month period which resulted from a change in fiscal year end.

Mussens officials told **FP** further capital is required to keep pace with company's growth and for further expansion of business.

Early in 1959, company opened a branch in Halifax. This year a branch was opened in Toronto, enabling the company to re-enter the lucrative Ontario equipment and machinery market after an absence of 10 years.

An audit is under way, **FP** understands, preparatory to a new underwriting.

Outstanding capitalization comprises $910,000 5¾% sinking fund debentures, $100,000 5¾% serial debentures, and 161,250 npv common shares.

Why They're Moving

Facts and comment on what's going on in the market and rumors behind some of the moves.

By P. T. DURRANT

WITH FIVE of Canada's eight leading chartered banks having already declared year-end extra dividends, shareholders of the remaining three will be eagerly waiting to see how they fare in an extra payout this year.

Payment of year-end extras has become an established practice with Canadian banks. These extras have generally been getting bigger in recent years, although in some cases they have been lowered as the regular dividend rate is increased.

Year-end extras have been declared by **Bank of Nova Scotia** (10c), **Imperial Bank of Canada** (30c), **Provincial Bank of Canada** (25c), **Royal Bank** (25c), **Toronto-Dominion Bank** (10c). Payments are the same as in 1959, except for Imperial, which paid 35c extra last year, and Royal which paid 30c.

Regular increases in annual rates have also been a feature of bank dividend policies. This week, Royal lifted its annual rate to $2.20 per share from $2,10. Increases had previously been made this year by **Bank of Montreal, Canadian Bank of Commerce,** Imperial and Provincial.

Banque Canadienne Nationale, Nova Scotia and Toronto-Dominion last raised their rates in 1959.

Results for the fiscal years which end either on Oct. 31 or Nov. 30 will probably be known by year-end. The banks are expected to report another good year, with profits higher than in 1959, although year-to-year gains may not be as large as last year.

Per share earnings of Nova Scotia and Royal will reflect the issue of additional shares this year under rights offerings.

Stock prices were firm early this week, with small gains posted by some. However, current market levels are generally well below highs for this year and are all down from a year ago. Compared with prices of this time last year, Royal (—18.5%) and Nova Scotia (—17.2%), the two which increased outstanding capitalization through rights offerings, are down the most. Provincial (—2.3%) has had the smallest decline.

Table below compares current price levels with a year ago, and indicates yields, based on present dividend rates (in the case of Montreal, Commerce and Banque Canadienne, yields are calculated on the assumption that similar extras will be paid this year as in 1959):

	Recent price $	Year ago $	Change %	—1960 Range— High $	Low $	Indic. yield %
Montreal	53⅞	56¼	—4.2	58¼	47¼	3.88
Nova Scotia	60	72½	—17.2	71¼	56¾	3.83
Commerce	53	61	—13.1	58	46¾	3.87
Cdne. Nat'l.	51¾	54¼	—4.6	55⅞	47½	3.77
Imperial	59	66¼	—11.0	63½	52	3.56
Provincial	38¼	39	—2.3	41	33½	3.79
Royal	67¾	83⅛	—18.5	80	65	3.62
Toronto-Dom.	52¾	59½	—11.3	57⅜	48½	3.79

* * *

Stock of **Spartan Air Services** took off late last week in heavy trade in a jump from the 25c level to $1.05 (the shares had actually sold at a low of 5c early this month). At mid-week, market price had settled back to 90c.

Activity started on talk of a change of control for the Ottawa-based aerial survey and helicopter firm. Earlier this year, control was acquired by **Bristol Aeroplane Co. of Canada (FP**, Feb. 13). Later, plans to merge Spartan with **Okanagan Helicopters** and **Autair Helicopter Services** fell through (**FP**, Oct. 8).

It was reported this week that the 46% interest in Spartan now held by Bristol may be bought by a group including John Roberts, former Spartan president, and W. P. McGill, Toronto, president of **Sulmac Exploration Services.** Price to be paid for the 300,000 shares involved is still subject to negotiation, but it would be in six figures, McGill said.

Position of Spartan's creditors and debenture holders would remain unchanged, it is reported. The new interests say they can get Spartan a $1.5 million contract for aerial survey work in Argentina, McGill stated.

Class A shares of **Enamel & Heating Products,** Sackville, N.B., have been drifting down lately. Recent price of $8½ is off from $9¼ a month ago (high for 1960: $10). Net earnings this year are expected to be slightly below 1959, but about equal to 1958's $178,877 ($1.42 per class A share, 92c after participation).

Company is reported to be taking over a hangar at Charlottetown to handle repair and overhaul of RCAF aircraft.

Profit-taking bit into gains by **Dominion Stores** early this week. Mid-week price: $60¼, off from $62, but up about $1 in the past two weeks. Market firmness was in anticipation of the half-year earnings report issued this week. Net of $2.25 for first half of current fiscal year was up substantially from $1.68 year ago. Profit per dollar of sales was also much better—1.83c vs. 1.42c.

Sugar stocks remain firm after earlier gains. **Canada & Dominion Sugar** touched $18⅞ (a new high for the year), later retreated to $17. This stock has climbed some $4 since June. **Acadia Atlantic** class A shares are steady at $20, just below their $20¼ high for the year, although a less-than-board lot sold for $20½.

Seldom-traded preferred shares of **Manitoba Sugar Co.** jumped nearly $5 to a new high of $97 on a 200-share sale. This company's common stock is not listed.

Maple Leaf Milling was firm at mid-week, climbing over $1 to $15½, just half a point under its high for the year. A week ago the shares were at a low of $12¾, following a fire which destroyed company's Port Colborne mill (**FP**, Oct. 15).

Oshawa Wholesale class A stock has been active trader recently. Market price set a new high ($8¼) this week, up from $7½ a week ago. At end of August the shares were selling at $6¾. Company recently reported a 3.2% gain in net profit for first 28 weeks of current fiscal year (42c per share vs. 40c last year).

Market price of **Mexican Light & Power Co.'s** shares continues to weaken in wake of the change in control of company. At $8½, the stock has dropped nearly $3 this month (high for 1960: $19½). A new board of directors, representing the Mexican government, took office recently (**FP**, Oct. 8). Future dividend policy on the common stock will be determined by the new directors. (Payments have been at rate of 25c quarterly since May, 1957).

Fund Assets Rise by 11%

Savings & Investment Corp. Mutual Fund of Canada Ltd., Quebec City, total net assets were $4,792,082 at Aug. 31, 1960, up 11.2% from $4,311,357 a month earlier.

Net asset value per share rose 10% to $5.24 at Aug. 31 from $4.76 at July 31.

Outstanding capitalization increased during the month by 9,348 shares to 915,095 shares.

There were few changes in holdings during the month. Bond issues were reduced by $50,000 principal amount. Interest in two common stocks was increased. A rights issue was added.

Here are the changes for the month in detail:

	Amount held Aug. 31 1960 $	Change since July 31 1960 $
Bonds		
Canada 4¼%/72	200,000	+200,000
Do. 3%/61	nil	—25,000
Do. 3¾%/65	nil	—200,000
Hydro-Ont. 5½%/80 .	nil	—25,000
Shares	—Common—	
International Nickel .	600	+100
Pacific Pete wts.	500	+500
Lower St. Lawrence ..	625	+100

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Note

By VINCENT EGAN

THE LONG WAIT for two pipeline issues seems to have fanned investor interest in the new offerings. Here are details of the financing, which had been under discussion for a year (**FP**, Oct. 31, 1959):

- **284,000 par $10 shares of Alberta Natural Gas Co.** at $10.65. Quotations on the over-the-counter market, on a when-issued basis, went immediately to $15-$16.
- **552,500 npv shares of Pacific Gas Transmission Co.** at $9.47. Street quotation jumped to $14-$15.

Priority in distribution was given to investors in the west.

The large syndicate was headed by **Dominion Securities Corp.** and **McLeod, Young, Weir & Co.**

* * *

Another over-subscribed issue was the offering of $4 million 6% 20-year first mortgage bonds of **Thomson Newspapers Ltd.** at par, by a syndicate headed by **Wood, Gundy & Co.**

* * *

Province of Quebec has issued $10 million five-month 2% notes, due March 24, offered at 99.63 to yield 2.90%.

* * *

Syndicate headed by **A. E. Ames & Co.** is offering $3,530,000 Vancouver serials, including $2,215,000 5½% 11-to-20-year maturities priced to yield 5.60%; coupon is 5¼% on the shorter maturities . . . Major parts of the $1,431,000 Saskatoon borrowing are $573,000 5½% 25-year debentures yielding 5.65%, and $622,000 5¼% one-to-10-year serials on a 5.39% basis.

* * *

Other municipals: Thetford-Mines (Que.) School Commission has issued $1,208,500 5% 20-year serial debentures . . . Brossard (Que.) has issued $1 million 5%-5½% 10-year serials . . . Kitchener will open tenders Oct. 24 on a $1,150,500 issue of 5½% and 6¼% serial debentures, the maturities ranging up to 15 years.

* * *

In the U. S., the SEC has charged that a New York underwriter of a "hot" new issue allotted a substantial part of the offering to accounts that it controlled, thus resulting in artificially high prices because of small initial public supply. Its controlled accounts sold their holdings at a neat profit after the prices rose, SEC says.

The SEC action, it is thought, could lead to new rules to cover primary distributions in the U. S.

There are no formal rules covering the situation in Canada, underwriters say.

* * *

Mussens Canada Ltd. appears likely to undertake additional financing soon, if shareholders approve the necessary changes in the trust deed at a meeting next week.

Quebec Issues $10 Million Notes

MONTREAL (Staff) — Province of Quebec has floated a $10 million five-month 2% note issue, one of the largest low-coupon, short-term issues in the history of Canadian provincial financing.

The offering, priced at 99.63 to yield about 2.90% was sold quickly by a syndicate headed by **A. E. Ames & Co., Bank of Montreal** and **Crédit Interprovincial Ltée.**

Proceeds, **FP** understands, are to tide the provincial treasury over until new revenues begin coming in next year.

Bonds, dated Oct. 24, 1960, mature March 24, 1961.

Price to the province was 99.48, a net effective cost of about 3.25%.

Bond Issues Ahead Sharply In Nine Months

Canadian government, provincial, municipal and corporation bond financing for September, 1960, was $322.3 million, up 0.2% on $321.6 million in September, 1959, **Wood, Gundy & Co.** reports.

For the first nine months of this year, bond financing totaled $2,369 million ($1,702 million a year ago), a 39% increase.

Major differences are accounted for by a $365 million increase in Government of Canada direct and guaranteed financing, and a gain of about $250 million in the corporate section.

New corporation bond financing in September, at $30,825,000, was double that of the same month last year.

Here is a breakdown of bond issues for the first nine months of 1960 and 1959:

Jan. 1-Sept. 30:	1960 $	1959 $
Can. dir. & guar.*	1,019,000,000	654,000,000
Prov. dir. & quar.*	501,092,000	494,359,770
Ont. municipal ..	148,644,462	149,689,623
Que. & Mari. municipal	182,646,700	129,237,500
West. municipal .	31,846,522	41,369,264
Corporation	485,490,000	233,577,550
Total	2,368,719,684	1,702,233,707
Pay in Cdn. fds.	2,148,196,684	1,334,805,756
Pay in U.S. fds.	220,523,000	367,427,951
Can. short term obligations† ..	4,974,000,000	5,913,544,000
Prov. short term obligations† ..	......	31,950,000

*Over two years in term.
†Under two years in term.

Closed-End Fund Listed on TSE

The $5 par 4% preferred stock of **Canadian Gas & Energy Investments Ltd.** was listed on the Toronto Stock Exchange this week.

Each share will be traded initially with a warrant to buy an additional half-share, at $6 per share until 1965, price rising to $12 in 1970.

Company is a closed-end investment fund. Market value of portfolio at Sept. 30 was $4,491,743, representing a 4.1% gain over book value. Break-up value at that date was $4.79 per share.

About 40% of investments is in gas and oil companies, 20% in integrated companies, 15% in gas distribution firms, 15% in gas and oil pipelines, and 10% in electric power and miscellaneous issues.

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—from Coast to Coast

Thomson Newspapers Limited publishes the largest number of newspapers of any group in Canada. The group comprises 28 newspapers, 24 of which are published daily, and extends from Charlottetown, P.E.I. to Nanaimo, B.C.

Since 1955 ten newspapers have been acquired and total circulation of the newspapers then owned has increased some 14%.

We as principals offer, subject to prior sale and change in price, the additional issue of —

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Price: 100 and accrued interest to yield 6%

The Bonds are a legal investment for life insurance companies in Canada. A prospectus on this additional issue will be forwarded promptly on request.

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972A

Distribution Costs Under Special Attack In Kelvinator Move

Kelvinator of Canada, 34-year-old appliance maker, is revamping its management and some of its operations in an effort to compete more effectively in the highly competitive white goods field.

Its new president, a long-time member of the General Motors-Frigidaire organization, has plans which he hopes will reverse the downward drift of company earnings in the last decade.

By NEVILLE NANKIVELL

Kelvinator of Canada Ltd. is making some organization changes and studying its distribution methods in an effort to offset the profit squeeze in the highly competitive appliance industry.

Robert J. Woxman, newly appointed president, general manager and director of the 34-year-old company, is heading the new Kelvinator drive to improve the effectiveness of its operations.

"Distribution costs have to be stripped right down," the burly six-foot-one, 44-year-old executive says.

"The profit squeeze is continuing this year, but why be afraid of a good competitive market? Let's find out how to live with it."

Woxman, Kelvinator's third president in eight years, succeeds John Sinclair, who resigned for reasons of health. Sinclair, appointed president in 1957, remains active as vice-president of service operations and purchasing

WOXMAN

Newly-created vice-president posts have gone to J. H. Hamilton, general sales manager of company's Leonard line division, and A. L. De Saddler, London, Ont., manufacturing division manager.

Purchasing has been consolidated under Sinclair because the company wants to concentrate on doing a better buying job. Service operations will also be strengthened.

Under the realignment program a new Commercial Sales Division has been set up in Toronto under W. G. Blay, formerly a contract sales manager and now a member of the executive team.

Kelvinator has the rights to manufacture in Canada **Vendo** automatic food merchandising equipment when the proper volume of business can be established.

"We want to activate our commercial program to a much greater extent," said Woxman, "and we're keenly interested in the tie up with Vendo."

Vendo is a U. S. company which will have about $60 million in sales this year.

Kelvinator's engineering division at London, Ont., which previously reported to De Saddler, now reports directly to Woxman, who has a special interest in engineering.

Many other companies merely use designs created by engineers in the U. S.

But policy of U. S. companies was to splatter a huge market with many lines. In Canada, with a smaller market, more careful selection is needed, he feels.

Companies for which Kelvinator manufactures private brands wanted something distinct and this is where Canadian designing is needed.

"I like to see engineering talents used," Woxman told **FP**. "The engineering division in London was set up to do basic designing for private brand appliances."

Kelvinator manufactures home appliances such as electric stoves, automatic and wringer washers and automatic dryers, household refrigerators and freezers and refrigerating systems and compressors for household and commercial units.

Its manufacturing plant is at London, where 480 are employed. Head office and central administration is at Rexdale on the northwestern outskirts of Toronto and sales and service zone offices and warehouses are located at Vancouver, Winnipeg, London, Toronto and Montreal. Total employment is about 750.

A 57,000-sq. ft. plant adjoining the head office is now up for sub-leasing. Formerly it housed a factory operation employing 135 on system repairs and other service jobs.

The service division has been consolidated in London operations. Other business, such as Ontario hydro conversion work, has terminated naturally.

The London plant covers more than 350,000 sq. ft. No expansion is planned, but company continues to modernize its facilities to reduce costs and increase capacity.

Woxman has set a continuous progressive objective of improving product quality, promoting over-all efficiencies and decreasing product costs to increase output.

Distribution is one problem under special study. Woxman says growth of private branding has been tremendous and methods of distribution in the industry are changing.

"The problem is especially difficult in Canada where population is small but distances are great," he said.

Kelvinator is receptive to certain phases of private branding. The problem has been to develop an equitable price structure in which there is no favoritism to either the private brand retailer or the national brand dealer.

An important part of increased sales in the 1958-59 fiscal year was the result of an increase in volume of business received from organizations for which Kelvinator makes appliances under their own brand name.

Simpsons-Sears Ltd. is one, and owns 20% of Kelvinator's common stock. Two Simpsons-Sears-nominated directors are on the Kelvinator board.

American Motors Corp. of the U. S. holds the controlling interest.

Woxman wouldn't comment on current sales or earnings, other than to say that the industry is doing about the same as last year.

He says he doesn't expect much of an increase in the white-goods industry — refrigerators, ranges, washing machines and the like — until the main crop of World War II babies gets married. This is expected to be in late 1963, 1964 and 1965.

"We're not going to see much upswing in the next three years," he said. But he is not pessimistic about this, either. He expects it will be a period of reasonable stability during which the industry would have to operate in relation to demand.

"We should try to find a lower level of price — this would open up new markets and we could maintain or increase productive output."

He doesn't think appliance imports from the U. S. are a big factor in low profit margins in the industry. Imports will tend to get less, he believes.

In 1959 imports of domestic and store type refrigerators from the U. S. were 32% of Canadian shipments from Canadian plants. In the five months ended May 1960, U. S. imports of these goods were running at 24% of Canadian shipments.

"We must be a free trading nation," said Woxman. "In the refrigerator and appliance field we shouldn't spend our time crying in our beer. The appliance business generally hasn't a lot to complain about."

It is a different matter, however, in the electronics industry, where low-priced imports are hurting Canadian companies, he argues.

Imports of appliances are mostly from the U. S. where wage rates are higher than in Canada. Some importing companies are making a big splash by importing inferior products at lower prices, but this will only hurt on a temporary basis, he thinks.

Woxman, a native of Dayton, Ohio, and now a Canadian citizen, came to Kelvinator from **Franklin Manufacturing Co. of Canada,** set up last year at Galt, Ont., for private brand manufacturing of domestic refrigerators and freezers. He was there for 16 months as general manager.

He says Franklin made two-thirds of all home freezers sold in Canada in the last year and was now in No. 3 position in respect to production of domestic refrigerators. **T. Eaton Co.** is main private brand customer.

Before the Franklin job, he was general manager of **Orenda Industrial Ltd.** Prior to that, he was works manager of **Frigidaire Products of Canada Ltd.** for five years. He had started with the **Frigidaire** organization in 1933 at Dayton.

Married with two children, he still lives in Galt, midway between London and Toronto, and drives to work each day—he describes his drive on the busy highway as his "hour of meditation."

Kelvinator's Record

	Net Profit $	Earnings Per Common Sh. $	Price Range of Common High $	Low $
1950	1,634,601	4.09	20½	10⅞
1951	1,309,860	3.27	18	14⅞
1952	573 426	1.43	16	13½
1953	1,340,221	3.35	23	15
1954	455,749	1.14	25¾	19½
1955	510,618	1.28	23	14½
1956	380,307	0.95	17	8
1957	188,654	0.47	9¾	5¾
1958	226,572	0.56	10½	5½
1959	458,576	1.15	12⅞	7⅞
1960	......	...	10½	6*

*To Oct. 7.

Dom. Stores Sales, Net Up Profit Margin Best Since '58

Record sales and earnings, and a marked improvement in profit/sales ratio are reported by **Dominion Stores Ltd.** for 26 weeks ended Sept. 17.

Net profit in first half of current fiscal year was $3,625,880 ($2.25 per share), 33.4% above $2,717,253 ($1.68) in corresponding period last year.

Sales rose 3.5% to $198.1 million ($191.4 million year earlier).

Net profit was equal to 1.83c per dollar of sales, up from 1.42c a year ago and 1.55c for last full fiscal year.

Profit margin in the latest period is the best since the first half of the 1958-59 fiscal year. Following table shows Dominion's earnings per sales dollar and per share for each half-year period since 1957:

	1957	1958	1959	1960
Profit Per Sales Dollar (Cents)				
March-Sept.	2.17	2.07	1.42	1.83
Sept.-March	2.03	1.72	1.67	...
Earnings Per Share	$	$	$	$
March-Sept.	2.02	2.22	1.68	2.25
Sept.-March	2.04	1.96	2.05	...

Dominion Stores looks forward to a record year of sales volume with a satisfactory earnings ratio, President Thomas G. McCormack says.

Company earned $6,007,497 ($3.73 per share) on sales of $388.4 million in fiscal year ended March 19, 1960. Profit per sales dollar was 1.55c.

"Present indications are that the soft economic conditions affecting consumer outlay on goods and services in general will not strengthen appreciably during the winter months ahead," Mr. McCormack says.

"Indeed, it is anticipated that this leveling off in the near term will be more marked in the large urban centres of our nation."

In the latest 26-wk. period, Dominion opened 15 supermarkets in 14 cities across Canada. Sixteen small stores were closed and at Sept. 17 there were 350 stores in operation.

Twelve additional outlets are expected to be opened during the second half of this fiscal year.

Working capital at Sept. 17 amounted to $19.8 million ($17.2 million six months earlier). Ratio of current assets to current liabilities was 2.1 to one.

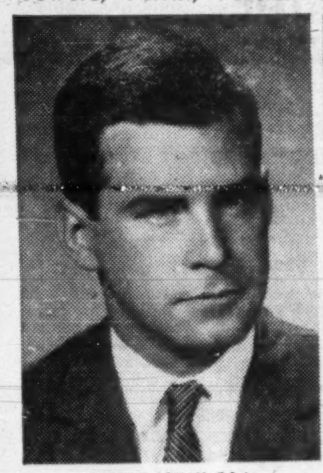
Sufficient funds are available to meet the requirements of the current development program.

KENORA SURVEY

Another 10 maps, part of the huge Kenora airborne survey project, will be released Oct. 27 by the Ontario Department of Mines. This will be the eighth group of 10 sheets to be released. Altogether, 180 maps covering 60,000 sq. mi. are involved in the project.

ANNOUNCEMENT

Towers, Perrin, Forster & Crosby (Canada), Ltd.



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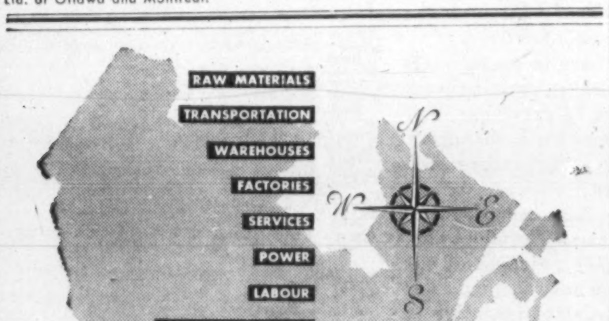
JAMES D. KADLEC, LL.B., M.B.A.

Towers, Perrin, Forster & Crosby (Canada), Ltd., consultants and actuaries on employee benefits, announces the appointment of Pierre E. Lemay as Associate Actuary. Mr. Lemay, formerly Assistant Actuary of the Company, is a graduate of the University of Montreal.

TPF&C is also pleased to announce that James D. Kadlec has joined the staff of the Montreal office as a consultant. Mr. Kadlec graduated from the Manitoba Law School and Stanford University and, until recently, was associated with Norcan Ltd. of Ottawa and Montreal.



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Additional Issue

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Thomson Newspapers Limited

6% First Mortgage Sinking Fund Bonds, 1960 Series

To be dated November 1, 1960 To mature November 1, 1980

Principal and half-yearly interest (May 1 and November 1) and premium, if any, payable in lawful money of Canada at any branch in Canada of the Company's bankers, at the holder's option. Coupon bonds in the denomination of $1,000 registrable as to principal only and fully registered bonds in denominations of $1,000 and authorized multiples thereof.

Non-redeemable prior to November 1, 1970, for other than sinking fund purposes, as part of, or in anticipation of, any refunding operation involving the application, directly or indirectly, of funds borrowed in connection with or in anticipation of such refunding operation having an interest cost to the Company of less than 6% per annum. Otherwise redeemable as set forth in the prospectus.

The Company will covenant to pay to the Trustee, as and by way of a sinking fund for the 1960 Series Bonds, on or before November 1 in each of the years 1961 to 1979, both inclusive, a sum sufficient to retire $150,000 principal amount of such Bonds.

Trustee: Montreal Trust Company

In the opinion of counsel, these Bonds will be investments in which the Canadian and British Insurance Companies Act states that companies registered under Part III thereof may, without availing themselves for that purpose of the provisions of subsection (4) of Section 63 of said Act, invest their funds.

We, as principals, offer these Bonds subject to prior sale and change in price, if, as and when issued by the Company and accepted by us and subject to the approval of all legal matters on our behalf by Messrs. Zimmerman, Haywood & Turville, Toronto, and on behalf of the Company by Messrs. Tory, Arnold, Wardlaw, Whittaker & Tory, Toronto.

Price: 100 and accrued interest

It is expected that Bonds in definitive form will be available for delivery on or about November 8, 1960.

A prospectus will be furnished promptly upon request.

Wood, Gundy & Company Limited

Dominion Securities Corpn. Limited — Nesbitt, Thomson and Company, Limited — McLeod, Young, Weir & Company Limited

Gairdner & Company Limited — Midland Securities Corpn. Limited — R. A. Daly & Company Limited

Bankers Bond Corporation Limtied — Ross, Knowles & Co. Ltd. — Jennings, Petrie & Co. Limited

Eastern Securities Company Limited — Okanagan Investments Limited

The Editorial Page

Keep This Out of Canada

It is most devoutly to be hoped that Canada does not adopt TV debate as a method of selecting its political leaders.

That the leadership of the free world should be to such an extent determined by this dreadful device is quite appalling.

Kennedy and Nixon are both providing top-notch entertainment. They are both top-notch debaters. They both have quite remarkable memories. They both have fast minds and glib tongues.

The trouble of course is that these are not qualities which have much if anything to do with the quality of the men, with their real understanding of affairs, with their judgment or with their real wisdom.

In other words if either Kennedy or Nixon proves to be really good at the presidential job; if either of them writes a proud and honorable chapter in the history of their time, it will not be because of the qualities which made them good in the TV debates. It will, to a degree, be in spite of their TV debating performances.

As every youngster and adult who has participated in high school or university debating knows, this exercise in verbal jousting has very little to do with either truth or wisdom. It has a lot to do with extravagance and distortion. The intellectual procedures of the public debate are almost totally different to those employed by people who make big and important decisions.

It would be some comfort if it were safe to assume that all Americans would regard this as entertainment only and forget all that has been said on the debates. Then some of their poisonous potential would be alleviated.

But the biggest evil of the TV debate system is that it will still further limit the number in our society who can be induced to participate in public affairs—and already the supply is terribly limited.

Already the miseries of public life are great. But to let it become established that all candidates for senior office must expose themselves to the tawdry spectacle of a TV debate will mean that many very able people who could probably serve their country well will totally refuse to participate.

The only benefit in continuation or extension of the TV debate system will be for that segment of any community which is mainly distinguished by a gift of the gab.

The Brotherhood of Hate

"The primary consideration is the destiny of Afrikanerdom to be sole owner of South Africa. Brothers, our solution of South Africa's ailments is not whether one party or another shall obtain the whip hand, but that the Broederbond shall govern South Africa."

This remarkable statement, issued in 1934 by the powerful Boer secret society called the Broederbond, reveals much that is unexplained in South Africa's recent decision to become a republic.

I. M. Lombard, then secretary-general of the Broederbond explained this as meaning that the society would "put its feet on the necks of the English-speaking foreigners."

This helps explain the mentality of Prime Minister Verwoerd who considers his Nationalist Party to be representative of all South Africans. To him, the only true South Africans are Boers; others are intruders.

It is cause for sorrow that this concept of political justice should prevail in South Africa. Far from uniting the country, existing divisions will be widened and the misery of most of its people prolonged.

South Africa has been a handicap to civilized progress in continental Africa for too long. If South Africa does, in fact, become a republic and does, in the end, apply for Commonwealth membership, Canada should vote against her. To admit her, would be to condone neo-Nazi mentality and jeopardize the West's position and interests throughout the Afro-Asian community.

Home Delivery Next?

How far should the benefits of social welfare be extended?

In Toronto, some unemployed have been asking for free parking privileges while they pick up their unemployment insurance cheques.

They wanted the "No Parking" signs removed from in front of the UIC offices, so they wouldn't have to pay or walk half a block from a nearby parking lot.

Prescript for Prosperity

How can Canada best re-shape its economy to be prosperous in the terribly competitive world of the 1960s?

Two constructive suggestions worthy, indeed, of consideration by both management men and government officials came from the recent Toronto sessions of the National Industrial Conference Board.

First. Find ways and means of achieving an adequate rate of technological innovation, John J. Deutsch, economist and vice-principal of Queen's University, says. And while doing this, he says Canadians must carve out special fields because we are too small an economy to proliferate in all directions.

With this, Deutsch goes right to the heart of a very important Canadian problem. We are on the brink of a scientific revolution that makes the industrial revolution of 200 years ago look puny by comparison, he says. Is Canada going to share in this—or will we in the future, as we have in the past, just tag along, dependent on know-how imported from the U. S.?

Canadian industry, it's estimated, is now spending about one quarter of what U. S. industry spends on technological investigation. Deutsch suggests proper and adequate tax incentives to help industry in this critical area.

A second idea comes from elsewhere:

Permit Canadian and U. S. companies to set up an international manufacturing bridge with a tariff-free exchange of production between foreign and domestic companies limited exactly to equal "national content" production values flowing in each direction, says George Romney, president of American Motors Corp.

During the war, Romney points out, the U. S. produced tractors, Canada produced combines, and there was a free exchange of these items between the two countries. This international type of industry, he says, needs more study. As in a similar proposal for free trade in limited and specified areas made by Hugh L. Keenleyside (**FP**, May 7), it is designed to give Canadian industry the benefit of the economies in large-scale production. Specialization on both sides of the border means, too, that Canada should develop Canadian skills to replace today's heavy dependence on the elemental art of assembly.

Constructive proposals such as these are much to be welcomed. The probing of fresh ideas is the necessary preliminary to learning to survive in the decade facing us.

Good Job Well Done

Last February **FP** created much controversy in welfare circles by reporting that no charitable agency had come forward to accept the government's offer, then four months old, to waive immigration restrictions on sick or handicapped refugees if the agencies would "sponsor" them during World Refugee Year. So it's only fair that the extraordinary enthusiasm with which this offer has been taken up in the last few months should be duly noted here.

Handicapped refugees and their families from European camps are now flowing into Canada with private charities across the land committed to pay traveling and rehabilitation expenses, provide accommodation and maintenance and help with job-finding.

Roman Catholic church groups are bringing in about 100 families, Protestant denominations, 60 or more, and service clubs, another 50.

Including dependents, this means that five or six hundred people will begin a new life in Canada thanks to the charitable groups. This is in addition to the 652 (including 212 with tuberculosis) which the government itself is sponsoring.

By January, the great majority of the 20,000 stateless people who began World Refugee Year in squalid European camps will have been settled elsewhere. Canada's private charities deserve every commendation for the part they are playing in achieving this end.

Buying Back Canada

The degree to which the Canadian tax system has been responsible for the continued sell-out of Canadian assets to foreigners is one of the tragic chapters in the Canadian story.

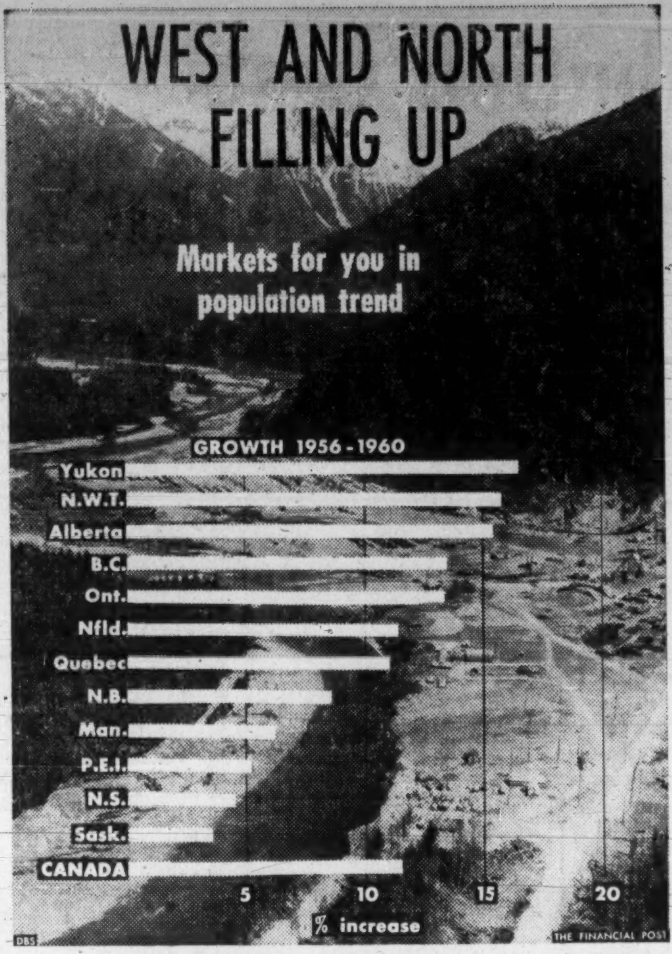
What changes are needed to reverse the trend?

J. Harvey Perry, a man with wide knowledge about tax affairs and director of the Canadian Tax Foundation makes this suggestion:

"What is needed is some really attractive tax concession that would encourage the issuance of Canadian shares and the payment of reasonable dividends on those shares. Such a concession should have its main impact at the corporate management level where financing decisions are made. A change which might combine the virtues of these would be to allow corporations a deduction (from taxable income) for dividends paid to Canadian shareholders.

"Such a deduction would attract financial management because of its tax-saving possibilities and the tax savings would, in turn, permit larger dividends to be paid. Both factors should encourage the issuance of Canadian shares since this would be the only method of qualifying."

There are, as Perry himself points out, drawbacks to the scheme. It might be expensive in terms of government revenue loss (about $100 million to $200 million). It does, however, suggest wider Canadian participation in existing enterprises.



Post Scripts

MR. WRIGHT

Heads Grain Exchange

Ross G. Wright, Canadian manager of the Scottish Co-operative Wholesale Society, whose head office is in Glasgow, Scotland, has been elected chairman of the Winnipeg Grain Exchange. C.W.S. has been in business in Manitoba since 1906.

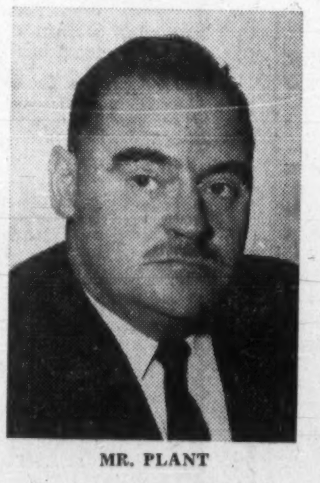
This is the first time a co-op man has been elected chairman of the 400-member exchange.

Wright's job is to buy wheat for C.W.S. mills in the U. K. The society has 10 elevators in Manitoba. His association with C.W.S. started in 1946 when he was appointed assistant Canadian manager. He became manager five years later.

He has been in the grain business since 1925 when he joined United Grain Growers. As long-time (1928-1946) company's salesman on the trading floor he gained vast knowledge of the business which will be invaluable as Exchange spokesman.

Wright is also chief agent for the Co-operative Insurance Co. which does big business in Scotland and England. In Canada it only writes re-insurance.

Personal details: Born Deloraine, Man. Educated Brandon and Winnipeg. Robust and active, he is an ardent curler, past president Manitoba Curling Association and Grain Exchange Curling Club. Two sons, one a medical doctor in Winnipeg and the other a Toronto engineer, and a married daughter who lives in Dauphin.



MR. PLANT

Wings To Business

John Lawrence Plant, appointed vice-president and general manager of Collins Radio Co. of Canada, Toronto, is a former RCAF Air Marshal with a broad additional background of business executive responsibility.

Collins Radio is a U. S. firm that came to Canada with the DEW line and stayed. Today this firm, which has three plants in Toronto, is busy turning out some 1,200 UHF radio communication systems for the RCAF. It is also a leader in the fields of airborne navigation equipment and single side-band radio communications.

Mr. Plant was an executive with Collins Radio once before. He had the job of executive vice-president following his retirement from the RCAF with the rank of Air Vice Marshal in August, 1956.

In December, 1957, he joined Avro Aircraft as executive vice-president and general manager, soon advancing to president. Resigning from this job in July, 1959, he became vice-president and general manager of Canadian Applied Research Ltd.

He was born in Swansea, Wales in 1910, had his primary education in Britain, high school and college at Victoria, and received an engineering degree from University of British Columbia. He is married to the former Thelma Dorothea Lawrence, of Victoria. They have a daughter and three sons.

He joined the RCAF regular force in 1931 after graduation. His military career included command of a flying boat squadron in Ceylon and command of RCAF stations in England.

After World War II, he held several important military positions including Chief of Staff to the Commander-in-Chief at allied headquarters in Europe and Air Member for Technical Services at Air Force Headquarters, Ottawa. His final air force job was Air Officer Commanding, Air Materiel Command, Rockcliffe, Ont.

MISS ARGO

$30 Million Secretary

Quiet and efficient Betty A. Argo is the new secretary of the Little Long Lac Gold Mines group of companies which make up the second-largest gold producing organization in the country.

For seven years an understudy of her predecessor, the late Miss Mary Maddigan — one of Canada's leading women executives—Betty Argo knows well the mountain of detail and the hectic pace that develops in a mining group.

There are some 25 companies in the Little Long Lac organization with combined liquid assets of about $30 million. Miss Argo is their new secretary.

Among these companies are some of the nation's leading gold producing mines, including Lake Shore Mines and Wright-Hargreaves Mines in Ontario's Kirkland Lake gold camp; MacLeod-Cockshutt Gold Mines in the Geraldton area, and East Malartic Mines, Malartic Gold Fields and Barnat Mines in the Malartic area of Northwestern Quebec.

Miss Argo is also secretary of the Little Long Lac controlled Consolidated Mosher Mines, Geraldton, which will swing into substantial gold production next year, and of Great Whale Iron Mines where major iron ore deposits are being developed.

Personal details: Born in the small village of Duart, Kent County, Ont. Educated in London, Ont. Joined Little Long Lac Gold Mines 1953. Member of Timothy Eaton Memorial Church (WMS president for three years). Fond of music, reading (history and, "for relaxation," whodunits).

Don't Hide Your Light

You may be a genius and not realize it.

You may have hidden talents you never dreamed of and not know it. In fact most people have them if they would take the trouble to discover them.

This is the view of Dr. Wilder Penfield, Canada's eminent neurosurgeon, in an article in the Health League of Canada's magazine.

Here's an **FP** *digest:*

By WILDER PENFIELD

I have long interested myself in the human brain and wondered at how clumsy we seem to be in making use of the potential wealth of the intellect. So many unsuspected talents lie undiscovered. So many brilliant students drift away from study and genius sleeps, unchallenged.

The brain of a man is a growing, changing organ in which great talents come and go. The evolution of that organ is inexorable. It cannot be turned back nor set in reverse.

There is a time for all things and in no department of our public life is timing more important than it is in education.

One or two secondary languages should be started before the time of vocabulary expansion, in the first decade of life, preferably early in the decade. It is the mother's method that fits the young child's hidden genius for language. Three languages are just as easy as one.

This dazzling opportunity may confuse the adult educator but it does not confuse the child. He accepts speech from one individual in one tongue and from a second in another tongue with no added effort, if he is young enough.

Toward the close of life there is, I believe, some misconception of the capacity of the human brain.

This misconception has resulted in a social disease which might be called *false senility*.

Curiously enough, it is prevalent among males and rarely attacks the female of the species. She is too hard to convince, perhaps!

The course of the disease is much as follows: A man reaches the retirement age of 60 or 65 and someone who happens to have been born in a later decade holds a reception for him, gives him a traveling clock, perhaps, and bids him take his well-earned rest and enjoy himself.

Next day, he sits at home. The man who was useful and effective yesterday takes stock of himself. He notices that his memory for recent events is not as good as it was.

He does not know that this is due to a change in the circulation of his temporal lobes and that the brain may be as good a tool as ever for other purposes long after that occurs.

So, being convinced that he is useless, he degenerates, "goes to pot."

He may increase the speed of the process by increasing his intake of alcohol. But, even without it the disease proceeds with alarming speed.

Rest is not what the brain needs most at 60 or 65. It is challenge. Aside from a normal rhythm of sleep and new activity, rest destroys the brain and even the man in time.

The proper preventative of this disease is not to postpone the age of initial retirement. On the contrary it comes now at the proper time for changing harness. Call it the second career and make it a time to lighten the physical load and to increase the mental challenge.

Let each man have the chance to work as long as he has the health and the will to do it.

"Quote-Unquote"

Frank Cousins, Secretary of the British Transport and General Workers Union:

"NATO has in the past few years transformed itself from the collective security defence organization that it started to be to a military alliance in the old power block sense.

"Power politics were never any good. But with nuclear weapons it is suicide. We want to have no part of it."

* * *

Mrs. Caroline K. Simon, Secretary of State of New York:

"There are four things a woman needs to know—how to look like a girl, act like a lady, think like a man and work like a dog."

* * *

K. W. Taylor, deputy minister of finance, in the new book Canadian Public Administration:

"The first requisite of good work in a committee is that it should know what it is supposed to be doing."

* * *

Prof. Arthur F. Burns, former chairman of President Eisenhower's council of economic advisers:

"The Russians have in recent years been very methodical in creating large income inequalities. In particular, they reward handsomely their managers, scientists, teachers and the more skilled factory workers.

"But while they have been devising special incentives to spur productivity, thereby adopting the practices of our older capitalism, we have adopted a tax system that weakens the incentive to create and produce."

* * *

W. H. Auden in Memories and Commentaries, by Igor Stravinsky:

"The sign of a man's loss of power is when he ceases to care about punctuality."

* * *

Donald S. Porter, president, Coutts Hallmark Cards, speaking in Toronto:

"A man needs a spark plug—an imaginative wife, who is not always satisfied with the things as they are."

* * *

D. M. Stephens, Manitoba Hydro, speaking in Winnipeg:

"It was once a popular pastime of cartoonists and others in North America to picture the typical Englishman as being a stuffy old chap, who sat in his stuffy old club, living mainly in the past, perhaps ever so slightly in the present, but who was totally unaware of the fact that some pretty dynamic forces were busy turning his world upside down.

"One uncomfortable impression which I had on my return from a visit to Russia was that we Canadians, like the cartoonist's Englishman of a generation ago, may not be sufficiently aware of how profoundly and rapidly this world is changing."

* * *

Eugene Black, World Bank president:

"I envy the man in public life today whose field of responsibility is outer space; it is such a neat and tidy field compared with economic development."

Stop Me If . . .

As the pedestrian stepped off the curb, a St. Bernard dog knocked him down. Before he had a chance to get up, a tiny foreign car ran over him. A passerby rushed to help him up and anxiously asked if he had been hurt.

"I didn't mind being grounded by the dog," the man answered, "but that tin can tied to his tail nearly killed me!"

The Financial Post

Member Audit Bureau of Circulations
Member Business Newspapers Association of Canada

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Subscription: Single copies 25c. Yearly in Canada $8 (two years $14); other countries $9 (two years $16).

Advertising Rates: Single insertion $11.76 per column inch. Contract rate upon request.

Authorized as second-class mail, Post Office, Ottawa. (Send forms 29B and 67B to Toronto address).

Indexed by The Canadian Index of The Canadian Library Association published monthly and cumulatively annually.

Other Publications and Services of The Financial Post

CORPORATION SERVICE: A. C. Bowman, manager. Complete service $38 monthly. For individual investors, $10 a year for service on 5 companies; additional companies $2 each.
SURVEY OF MARKETS: Yearly $4.
SURVEY OF INDUSTRIALS: Yearly $4.
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DIRECTORY OF DIRECTORS: $15.

Published and Printed by
MACLEAN-HUNTER PUBLISHING COMPANY LIMITED
TORONTO 2: 481 University Avenue. EMpire 3-5981.
MONTREAL 2: 1242 Peel St. UNiversity 6-9841.
VANCOUVER 5: Room 1004, 1030 West Georgia St., MU. 2-8254

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MACLEAN-HUNTER LIMITED
LONDON: 30 Old Burlington Street, London, W.1, Cable Atabek. REGent 7941

MACLEAN-HUNTER PUBLISHING CORPORATION
NEW YORK 17. 341 Madison Ave., ORegon 9-8266.
CHICAGO 3: 79 West Monroe St. RAndolph 6-2802.

Representative
DUNCAN A. SCOTT & CO.
San Francisco 4: Fifth floor, 85 Post St. GArfield 1-7950.

HE CHALLENGES COYNE:

'Nail Down' Our Dollar Rate To Solve Canada's Troubles

By CLARENCE L. BARBER
Professor of Economics, University of Manitoba

In his recent speech at Calgary, James Coyne, governor of the Bank of Canada, said Canada's current economic difficulties could not be blamed on tight money.

In his words:

"There has been no tightness in the monetary situation for many months. Interest rates on securities have fallen almost continuously in Canada since August of last year."

While Mr. Coyne's statement is literally true, in one important respect the monetary situation in Canada is still very tight and to state otherwise is extremely misleading.

The crucial point is how interest rate levels in Canada compare with those in the U. S. On this matter Mr. Coyne said nothing at all.

In fact, the interest rate differential between Toronto and New York is still large.

To take one example:

The average differential for July and August between 3¼% Canada's due in October 1979 and a comparable term U. S. government bond was 1.1%, more than three times the differential that prevailed in 1955.

Provincial and municipal governments and Canadian business firms can scarcely be blamed for borrowing in New York when they can save a full 1% or more in annual interest cost. A saving of this amount will absorb the effects of a quite substantial decline in the exchange rate.

It is idle of Mr. Coyne to chastise municipal and provincial governments for borrowing U. S. funds when it is the Bank's monetary policy that is driving them across the border to obtain their funds.

For there can be little doubt that the relative level of interest rates in Canada and the U. S. is a direct reflection of the Bank of Canada's monetary policy.

Indeed, in a country like Canada it makes little sense to talk about tight or easy money without any reference to the monetary situation that prevails in the United States.

The principal effect of a tight money policy in Canada is to force borrowers into the New York market.

All the current evidence suggests that the higher interest rates produced by tight money have not appreciably reduced the level of spending in Canada. There has simply been a substitution of outside sources of funds for domestic funds.

Thus, by maintaining a large interest differential between Toronto and New York, the Bank of Canada is contributing to many of the economic difficulties about which Mr. Coyne is so concerned.

Borrowers are encouraged to go to New York for their funds and the resultant capital inflow not only contributes to the rapid growth in Canada's foreign debt it also helps keep the Canadian dollar at its extremely high level.

And the high level of the dollar encourages additional imports and discourages exports thus maintaining a large deficit in our balance of payments.

At the same time, by keeping the price of imports low, the premium on the dollar creates difficulties for Canadian manufacturers and helps foster the growth of unemployment in Canada.

All these problems, the growth in foreign debt, the large deficit in our balance of payments and the rise in unemployment, are traceable in part to the Bank of Canada's monetary policy.

The policy that is to be blamed is not one of keeping money tight in an absolute sense but keeping it tight relative to the monetary situation in the U. S.

It is quite clear that it makes no sense at all for a country to borrow abroad when it has unemployed labor and capital facilities at home, as Mr. Coyne recognizes quite clearly.

For the counterpart of the borrowed funds in real terms is the excess of imported goods and services over exports. Why should we borrow goods from the U. S. when we can make them in Canada, thereby giving employment to Canadian labor and capital? And yet this is what Canada has been doing for almost three years.

Because Canada's unemployment problem has become so serious I think the best solution to our present difficulties would be to abandon our freely fluctuating exchange rate and return to a fixed exchange rate at a depreciated value.

A suitable rate might be 97c Canadian to $1 U. S. This change should be coupled with a determined effort on the part of the Bank of Canada to reduce the interest rate differential between Toronto and New York to half a point or less.

Restoration of a fixed exchange rate would have the major advantage that business firms could immediately begin planning on this basis. And since this change would make imports appreciably more expensive it should give a considerable boost to employment in Canada.

The change should also greatly reduce the pressure for higher tariffs or other forms of protection about which so much has been heard in recent months.

A lower value for the Canadian dollar would also encourage our export industries by making our goods more competitive on world markets. Here again there would be an increase in employment.

Assistance to exports now might yield us important long run benefits by helping our export industries secure a foothold in the rapidly growing markets that are developing in Western Europe as a result of the Common market arrangements.

In his budget speech last March, Mr. Fleming dismissed devaluation of the dollar on the grounds that it might require the imposition of controls on capital imports to implement and that, in any case, depreciation of the dollar would require the government to work against the basic forces of demand and supply in the market.

Both of these arguments are just economic nonsense.

It is nonsense to suggest that the current value of the Canadian dollar is determined by market forces completely free from any government influence.

The borrowing of municipalities and provinces has been a major item in the capital inflow of recent years.

And this capital inflow, as I explained above, has been induced in no small measure by the Bank of Canada's policy of maintaining monetary conditions in Canada which are tight relative to those in the U. S.

If the Bank of Canada were to follow the policy I have recommended and reduce the level of interest rates in Canada until the differential over the level of rates in the U. S. was one-half of 1% or less on longer term issues, Mr. Fleming's other fear should be taken care of as well.

Capital inflows will not continue unchecked in the face of a declining differential between Toronto and New York. And to the extent that some inflow did continue it would help bring about, in the context of a fixed exchange rate, the very decline in interest rate differential that would bring the inflow to an end.

If, in spite of these steps, capital inflows did continue in such volume as to become a source of embarrassment to the government's economic policy, I feel sure that the situation could be easily solved by adoption of just a few of the steps Mr. Coyne has suggested for increasing the degree of Canadian participation in the management of business firms operating in Canada.

Adoption of the requirement that all directors of companies incorporated in Canada should be Canadian citizens would certainly deter some investment.

If this did not prove a sufficient deterrent we might require all corporations in closely held Canadian companies to be sold on the public market over perhaps a 10 year period.

If Canadians are willing to exert an even moderate amount of independence in these matters it seems unlikely that they will suffer from an excess of capital inflow.

It will be objected, I am sure, that the measures I recommend are inflationary. In part, this is true.

Depreciating the Canadian dollar will have a once-for-all impact on prices in Canada. But with the idle plant and unemployed labor that is present in Canada there is no reason to suppose that the resulting price rise should amount to more than 2% or 3%. It might even be less.

Before adopting the policy the government would be well advised to secure some agreement from Canadian trade unions that they will not use the higher import and export prices that result from devaluation as an excuse for seeking higher wage levels. However, there is every reason to suppose that union leaders would take a reasonable position on this matter.

In exchange for the gains involved — gains of higher employment and reduced dependence on foreign countries — people who are employed today should be willing to accept a small rise in price levels and reduction in real wages.

On the other hand there is no reason to expect the development of any continuing inflationary pressure.

A small reduction in interest rates is unlikely to change appreciably the overall level of investment spending in Canada. And the price rise that does occur will be little more than a delayed realization of an inflation that has been concealed to date by the artificially high value of the Canadian dollar.

It is significant that two of the countries that have been most prosperous during the past few years, Japan and Germany, have had currencies that are under- rather than over-valued.

Canadians have all enjoyed having a dollar that was worth more than the U. S. dollar.

But having had our pleasure let's be realistic and go back to a dollar more in keeping with the requirements of our current economic position.

What's New

New products, new uses, new ideas, new money-makers. FP reports them here and invites contributions. Write to FP, 481 University Ave., Toronto.

EAR RADIO: A personal transistor radio, weighing less than 1 oz. with batteries now on sale. It has an adjustable wire loop, can be worn on either ear. Has four transistors giving a tuning range of 15 mi. from nearest transmitting station — batteries have playing capacity of 100 hr.

* * *

DE-SALTING WATER to make it potable now possible. First semi-commercial installations now available, using osmosis process. Pilot plants have been patented and built by the U.S. Department of the Interior. Plants produce only 200 gal. to 300 gal. of water a day, but costs are said to be low enough to justify production of drinking water, although not low enough to produce irrigation water.

* * *

PLASTIC PLANKS, replacing mahogany in making patterns and other models. Plastic is supplied in planks up to 1 ft. by 6 ft., with thickness up to 2 in. It eliminates waste of wood because it doesn't warp, has no grains or knots.

* * *

NEW ELECTRICITY SOURCE for ignition systems in small gasoline engines. The new device, smaller than a man's fist, contains two ceramic parts that convert a single, short motion into a 20,000 v charge. In power lawn mowers, outboard motors, portable generators, it will do a job now requiring magneto, points, coil and condenser.

* * *

SILAGE-MAKING MACHINE: Versatile, one-man unit for silage-making and green feeding. Self-contained unit comprises a moving floor trailer with a flail-type forage harvester mounted on top. Machine is hitched to tractor, is designed for automatic cutting, loading, transporting and unloading.

* * *

DRAWING INSTRUMENT combining features of a protractor, straight edge and scale in one instrument. Can be used to construct complete mechanical drawings.

* * *

HOME SNOW PLOW: All-steel, 15 in., auger-type snow-gatherer and expeller, with two-way chute adjustable for throwing snow right or left up to 20 ft. away, and up to 10 ft. high. Unit powered by 2½ hp engine with recoil starter, heated carburetor and shielded spark plug.

* * *

WORK PLATFORM, electrically-operated — handled by one man — rises to height of 20 ft. simply by pressing button. It's all of welded steel construction.

* * *

MIDGET TRACTOR: A 55-lb. midget tractor for gardening and small-scale farming is in production.

* * *

ADJUSTABLE PUTTER: Precision-minded golfers should find this new putter to their liking. It's brass-headed, has a shaft that can be adjusted and locked into any one of three angles relative to the club head.

* * *

CUTTER PROTECTOR — an electrical sensing device stops machine tool if workpiece is oversize. By occasionally glancing at meter, operator can anticipate and prevent damage resulting from oversize workpieces in automatic and standard machine tools.

* * *

NEW LITERATURE. Air Reduction Canada Ltd., Toronto: 12-page brochure on flame hardening equipment, illustrated and diagrammed . . . **Wheelabrator Corp.**, Mishawaka, Ind.: Brochure on dual-purpose core knock-out and blast cleaning equipment for foundry industry . . . **The Stanley Works**, New Britain, Conn.: Literature on new line of automatic door operating equipment for specific industrial application . . . **Electro-Mechanical Research Inc.**, Princeton, N.J.: 8-page brochure on telemetering equipment, shows line costs and capabilities, outlines typical systems . . . **Dona Corp.**, Montreal: Leaflet illustrating unit that mounts acetate-enclosed wage tables, making visual selection instantaneous . . . **J. B. Morrison Machinery Co., Toronto:** Literature on unit designed for precise timing and cycling of automated machinery or semi-automatic work functions with air or electricity . . . **Atomic Energy Commission**, Washington: 67-page report on three design studies for selecting a prototype reactor for a nuclear tanker.

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Feeding Cats, Buying Beer Trust Officers' Odd Jobs

In a city in Western Canada, an elderly gentleman is getting a bottle of beer today—from a trust company.

He'll have another brew tomorrow, and every day as long as he lives. It was so decreed in a will that is being scrupulously administered by the trust firm.

A cat—that favorite beneficiary of elderly ladies' estates—will never have to worry about where his next saucer of milk is coming from. His deceased mistress left a fund for his support, and a trust officer is administering it.

These are just two of the varied list of functions performed by Canada's 32 trust companies, as described this week by President Jack Pembroke of **Royal Trust Co.** to Vancouver's Board of Trade Advertising & Sales Bureau.

The trust company movement in Canada is unique, Pembroke said, since trust companies are the only corporations which may accept fiduciary appointments.

In England, trust powers are granted to banks and insurance firms, as well as to trust companies. In the U. S., banks may exercise trust powers if they set up separate departments.

Describing trust companies' equity investment in Canadian corporations, Pembroke said "our buying and selling power seems to be growing yearly."

"We are apt to be steady buyers over a long period of both bonds and stocks," he said.

CEMA Chooses Eight Directors

Canadian Electrical Manufacturers Association (**FP**, Oct. 1) named eight directors to its 24-man board at its annual meeting in Niagara Falls recently.

The directors: J. D. Campbell, Hamilton, executive vice-president, **Canadian Westinghouse Co.**; R. R. Farrell, Port Credit, Ont., president, **Eastern Power Devices Ltd.**; A. K. Jordan, Montreal, vice-president, **Aluminum Co. of Canada**; W. A. Kennedy, Toronto, president, **Sangamo Co.**; F. G. Kirkpatrick, Scarborough, Ont., chairman of the board, **John C. Virden Ltd.**

L. G. Lumbers, Leaside, Ont., vice-president, **Canada Wire and Cable Co.**; T. G. Quance, Scarborough, Ont., president, CLM Industries Division of **McGraw-Edison (Canada) Ltd.**; and J. H. Smith, Toronto, president, **Canadian General Electric Co.**

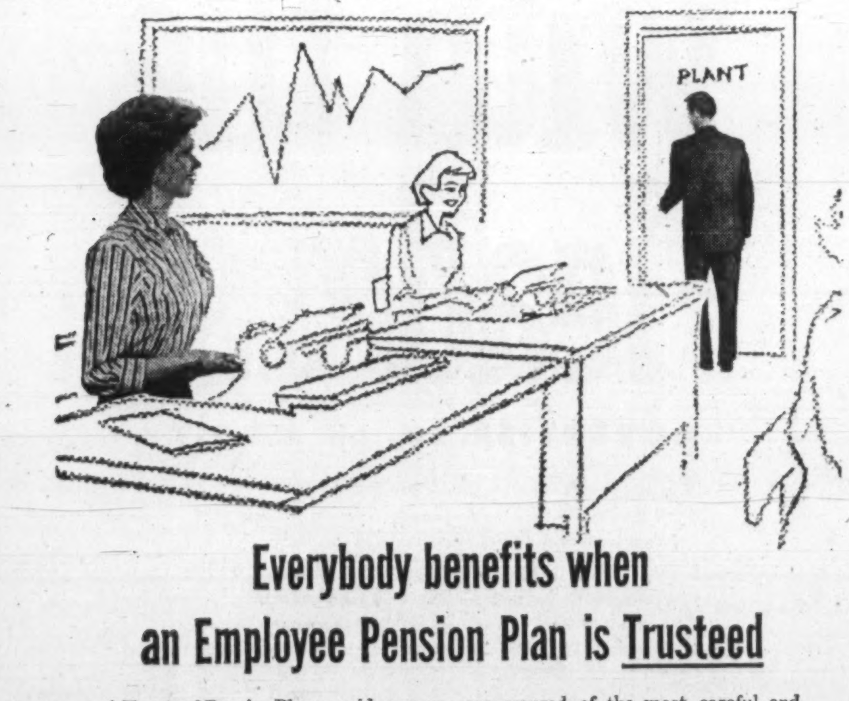
Weldwood Forms New Department

MONTREAL (Staff) — Dissolution of **Weldwood Allied Products Ltd.** and formation of a new architectural products department of **Weldwood Plywood Ltd.**, the parent company, has been announced.

"Our product line has become so complex, we consider it necessary to integrate all our architectural and industrial products into a single department to operate effectively," said George D. Goodfellow, vice-president.

Products include movable partitions, mineral-surfaced, asbestos-reinforced building panels, architectural and veneer-faced fire doors.

New department will be headed by Roland Desrochers.



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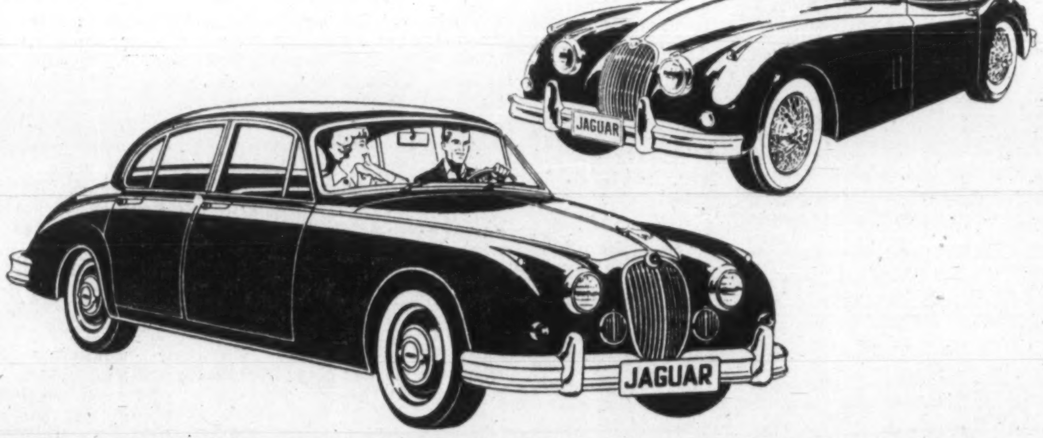
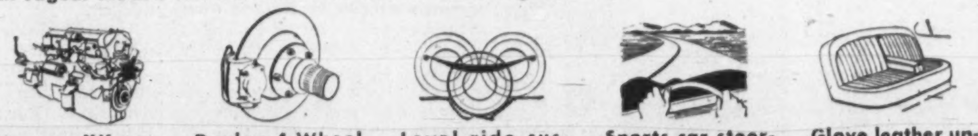


The 3.8 Sedan (foreground) — the remarkable sedan that behaves like a sports car. Seats five passengers; famous XK engine delivers 120 mph; occasional tables in rear seating area; cabinet walnut appointments.

The XK-150 Coupe (background) — perfect prescription for the fine car fancier with sports car fever. Immensely powerful, superbly maneuverable. Available in both coupe or convertible.

All Jaguar models feature these remarkable advantages!



Famous XK engine — the power plant that's been race-tested the world over! Twin overhead camshafts, cylinder head of high tensile aluminum alloy.

Dunlop 4-Wheel Disc Brakes — power assisted, self adjusting; first used on aircraft, then on Jaguar racing cars. Safe, sure stops under all road conditions.

Level-ride suspension — balanced system maintains even weight distribution; actually "pulls back" on ruts and bumps to hold an even keel.

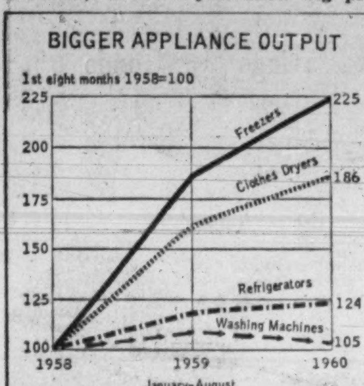
Sports car steering — quick, responsive and alive; at home on the twists and curves of a mountain road as well as within the heavy traffic of a city.

Glove leather upholstery — highest quality British leather, hand-fitted over foam rubber to provide utmost in comfort and luxury for passengers.

See the 1961 Models Now at Your Jaguar Dealer

Trend of Business

Freezers, clothes dryers show big production gains. Output of home and farm freezers slipped to 3,247 units in August (3,621 year ago) but earlier gains kept total of 57,664 units for first eight months well ahead of 33,220 last year. Month's production of clothes dryers was up at 7,814 units (5,593) and for year to date at 69,750 units (60,755). Output of other appliances: Refrigerators, 16,305 units in August, 185,384 in eight months (14,409 and 178,521 in like 1959 periods); washing machines, 22,770 in August, 192,692 in eight months (20,123 and 200,780).



Refinery output higher. Production of refined petroleum products in August increased 5.9% to 24.5 million bbl. (23.1 million bbl. in like 1959 month). Receipts of crude oil rose 5.7% to 24.9 million bbl., comprising 12.9 million bbl. domestic crude (51.7% of total vs. 54.6% last year) and 12 million bbl. imported crude.

Steel ingot production picked up in first week of October, but week's total of 110,747 tons remained 7.3% below 119,499 tons turned out in like 1959 period. Mills operated at 85.7% of capacity (83.1% week before, 98.4% year ago). Output had declined in September for fourth successive month, but earlier gains kept year's total to date 4.8% above last year at 4.4 million tons.

Railway freight carloadings were lower in final nine days of September as compared with year earlier, placing month's total 7.6% below September, 1959, at 329,328 cars. Loadings in the first nine months this year were down 3.7% from last year (2,776,167 vs. 2,881,523 cars). Principal commodities moved in smaller volume this year: grains, other than wheat; building materials; gypsum; lumber, timber and plywood; and motor vehicles.

TV, radio sales lower this year. Producers' domestic sales of television sets totaled 27,224 units in August (31,252 year earlier), leaving total for 1960 to date at 183,393 units (223,871). Month's sales of radio receiving sets declined to 50,135 units (54,761) and eight-month total to 403,306 units (445,155).

Wheat flour production higher. Output of wheat flour in August (first month of current crop year) rose 7% to 3.4 million cwt. from 3.2 million cwt. month before and was 3% larger than last year's like total of 3.3 million cwt. Month's exports totaled 1.2 million cwt., down from 1.6 million cwt. in July, 1.3 million cwt. year earlier.

Major Weekly Indicators

	Latest or Week	Date Ended	Previous Week	Change from Month ago %	Change from Year ago %
Passenger car production	(Oct. 15)	4,522	5,222	+86.7	+ 4.9
Truck production	(Oct. 15)	716	915	—38.5	—21.7
Bus. fail. 4-wk. moving av. (no.)	(Oct. 6)	37.8	34.5	+ 5.6	+18.1
Steel ingot production .. (tons)	(Oct. 8)	110,747	107,397	+24.2	— 7.3
Steel production .. (% capacity)	(Oct. 8)	85.7	83.1	+24.2	—12.9
T.S.E. industrial index	(Oct. 18)	484.50	487.94	— 0.2	— 4.9
Yield 114 stocks	(Oct. 17)	4.78%	4.77%	+ 1.0	+ 9.6
Chartered banks					
Personal savings . ($ millions)	(Oct. 5)	7,305	7,243	+ 0.9	+ 1.7
Loans outstand. .. ($ millions)	(Oct. 5)	6,233	6,139	+ 1.8	— 0.9
NHA mtge. hldgs. ($ millions)	(Oct. 5)	977	978	...	+ 5.3
Bank clearings					
Montreal .... ($ millions)	(Oct. 14)	888	1,549	—10.8	+ 9.2
Toronto .... ($ millions)	(Oct. 14)	1,248	2,203	— 6.2	+11.0
Cdn. dollar .... (U. S. cents av.)	(Oct. 18)	102.054	102.098	— 1.0	— 3.3
Carloading totals	(Sept. 30)	*104,284	78,710	— 9.9	—10.9
Eastern Canada	(Sept. 30)	*65,605	49,832	—12.3	—13.7
Western Canada	(Sept. 30)	*38,679	28,878	— 5.4	— 5.8
Iron and steel mfg.	(Sept. 30)	*1,304	978	— 1.7	—28.8
Ores, concentrates	(Sept. 30)	*12,748	11,030	—11.0	—25.1
Base metals	(Sept. 30)	*828	634	— 4.7	—15.8
Lumber, timber, plywood	(Sept. 30)	*6,015	4,342	— 7.0	— 5.6
Cement	(Sept. 30)	*1,045	707	— 7.9	— 3.7
Bank of Canada holdings of					
Securities .... ($ millions)	(Oct. 12)	2,749	2,706	...	+ 0.9
Short-term govt. . ($ millions)	(Oct. 12)	901	859	...	+68.4
Long-term govt. . ($ millions)	(Oct. 12)	1,771	1,771	...	—16.1
Other securities . ($ millions)	(Oct. 12)	14	14	...	—26.3
Department Store Sales					
% change from year earlier	(Oct. 1)	—11.0	+3.4	+ 3.4	+ 8.9

* Nine-day end-of-month period.

Facts by the Month

WHAT WE PRODUCE—	Latest Month		One Month Previous	Change From— Two Months Ago %	Change From— Year Ago %
In all Industries (Index)	July	161.5	174.5	—4.9	—0.4
In factories (Index)	July	143.7	158.3	—6.2	—1.7
Total nondurable goods (Index)	July	146.6	158.2	—4.1	+2.4
Food and bev	July	156.7	160.9	+4.3	+2.2
Textiles	July	91.3	127.2	—26.8	—3.8
Clothing	July	106.5	105.5	—3.4	—4.3
Chemical products	July	222.8	233.5	—2.0	+24.7
Total durable goods (Index)	July	140.4	156.9	—8.7	—6.2
Iron and steel products	July	128.9	147.3	—9.9	—8.6
Primary iron & steel	July	140.2	161.5	—15.0	—12.8
From mines (Index)	July	262.5	258.4	+4.5	+0.5
Metals	July	210.3	202.3	+11.3	—4.7
Nonferrous smelting, refining	July	161.2	166.1	+1.8	+12.6
Gold	July	114.8	112.7	+4.3	+8.2
—From farms					
Cattle delivered (000)	June	183	147	+34.6	+14.4
Hogs graded (000)	June	534	495	—3.8	—24.5
Grain mill products (Index)	July	127.3	133.2	—3.7	—0.8
—From sea					
East Coast catch ($000)	Aug.	7,101	10,513	—20.5	—15.1
West Coast catch ($000)	Aug.	6,077	7,496	+129.9	—24.4
—From forests					
Newsprint (000 tons)	Aug.	570	556	+0.7	+5.4
U. S. publishers' stocks (days)	Aug.	48	46	+23.1	+2.1
Pulp (000 tons)	Aug.	959	909	+2.9	+6.1
—In powerhouses					
Electricity (million kwh.)	Aug.	9,323	9,035	+2.1	+15.0
WHAT WE SELL—					
▪Retail sales ($ millions)	Aug.	1,312	1,351	—7.1	+0.5
Dept. store sales ($ millions)	Aug.	107.7	94.1	—3.9	+6.7
Wholesale sales ($ millions)	July	663	772	—15.4	—7.9
Mfrs. outstdg. orders ($ millions)	July	2,061	2,077	—3.1	+0.1
Pass. car sales (units)	July	34,365	50,747	—32.3	—5.8
WHAT'S ON HAND—					
Mfrs. inventories ($ millions)	July	4,432	4,479	—1.6	+3.0
Dept. store stock sales ratio	Aug.	2.9	3.6	—6.5	—3.3
SPENDING, SAVING POWER—					
Labor income ($ millions)	July	1,562	1,580	+1.8	+3.8
Dividend payts. (Index) (annual rate)	Sept	322.7	322.2	+0.2	+7.7
JOBS—					
Persons with jobs (000)	Aug.	6,301	6,281	+2.4	+1.8
Jobless seeking work (000)	Aug.	322	311	+7.3	+34.7
Do. (% of labor force)	Aug.	4.9	4.7	+6.5	+32.4
CONSTRUCTION—					
Contract awards ($ millions)	Sept.	289	221	+8.2	—14.8
FOREIGN TRADE—					
Exports ($ millions)	Aug.	480	465	+3.0	+17.1
Imports ($ millions)	Aug.	469	427	—4.3	+9.8
MONEY—					
Money supply ($ millions)*	July	13,013	12,928	+1.6	—0.5
Cheques cashed ($ millions)	July	22,508	25,882	—1.7	—5.2
▪Life insurance sales ($ millions)	Aug.	407	519	—25.0	—8.0
▪Notice deposits ($ millions)	Aug.	7,769	7,733	+1.2	—0.6
▪Current public loans ($ millions)	July	6,238	6,162	+2.1	+0.3

*Total deposits, less Govt. of Canada deposits, less float, plus notes in circulation outside the banking system.

PRICES—	Latest Month		One Month Previous	Change From— Two Months Ago %	Change From— Year Ago %
Consumer prices (Index)	Sept	128.4	127.9	+0.7	+1.0
Wholesale prices (Index)	Sept	230.4	230.2	—0.8	—0.2

STRATEGIC MATERIALS—Production and Supply—	Latest Month		Month yr. ago	Yr. to date	% chge. yr. to date
Steel ingots (000 tons)	July	441	482	3,616.9	+9.5
Nickel (000 tons)	July	17.8	16.2	122.5	+21.9
Primary copper (000 tons)	July	38.0	36.1	256.7	+15.2
Lumber exports (million fbm.)	June	418	497	2,236.4	+4.0
Lumber (million fbm.)	June	825	864	3,960.3	+1.5

▪New item this week
Index based: production 1949=100; consumer price index 1949=100; wholesale price index 1935-39=100.

Date of issue for your file, The Financial Post, October 22, 1960.

Cuba Seeks Your Trade But Watch These Tips

(CONTINUED FROM P. 1)

for letters of credit drawn on a Cuban bank.

Now company terms are letters of credit drawn only on either the **Bank of Nova Scotia** or the **Royal Bank of Canada.**

• **Canada Malting Co.,** Toronto, ships $1.5 million worth of malt annually to Cuba (and expects shipments to rise with U. S. shipments cut off.)

Company has been selling in Cuba for 20 years. Before Castro, Canada Malting sold on open account. Today it's irrevocable letters of credit drawn on a North American bank.

• **Massey-Ferguson Ltd.,** Toronto, had a thriving distributor —who was a Cuban—handling its farm equipment in Cuba. He ran out of money early this year.

Reason: Castro's government "bought" all of his inventory, including tractors because the equipment was needed for the government's agrarian reform movement. Trouble is, the distributor is still waiting for payment.

Until the distributor has some money, Massey-Ferguson says it's out of business in Cuba.

• **Canada Wire & Cable Co.,** Toronto, has sold wire and cable to Cuba for years. Glad to sell more anytime, but terms of payment are: Irrevocable letters of credit — "and we want to know the funds are available to honor the letters of credit," said an official.

Bankers questioned by **FP** agreed that "under the circumstances" no Canadian company should think of shipping to Cuba without guaranteed payment.

"Either the order should be prepaid, or letters of credit drawn on a North American bank should be insisted upon," said one bank official.

Canada's flour milling industry is also benefiting from the U. S.-Cuban conflict.

J. L. Cavanagh, export manager for **Maple Leaf Milling Co.,** Toronto, told **FP** "there has been an increased demand for Canadian quality flour from Cuba since this trouble between the U. S. and Cuba."

"In the last two months shipments have increased considerably," he said, "and each of the mills is getting more business."

U. S. mills were supplying Canadian flour from their Canadian subsidiaries rather than U. S. flour. Wholly-owned Canadian companies had increased business substantially.

Cuba imports from the U. S. and Canada each crop year about 1.5 million bags (100-lb. bags). In the past Canada has had as its share amounts ranging from 5% to 10%.

Cavanagh said he looks for a stepping up of this percentage, and the trend has started.

Credit and payment arrangements with the Cubans presented no difficulties for Maple Leaf.

Cavanagh said "the Cubans are now opening confirmed, irrevocable letters of credit, payable in U. S. dollars.

"The credits have been opened through the two Canadian banks still operating freely in Cuba."

HAMILTON OFFICE

Economic Mutual Insurance Co., Kitchener, Ont., will erect a five-story office building at Main St. E., and Ontario Ave., Hamilton, Ont. Architect and consulting engineer is **Huget & Ryan. Tope Construction** is general contractor. Estimated cost: $750,000. Hamilton branch of the firm will occupy one floor, with stores and service establishments on the ground floor. Outside of the structural steel, all steel used in the building are newly-developed products of **Dominion Foundries & Steel Ltd.,** Hamilton, such as porcelain-on-steel sheets. Completion is scheduled for nine months.

Ottawa Hints Credit Crimp

(CONTINUED FROM P. 1)

Cuba for about $1.5 million worth of malt annually, copper tubing (between $600,000 and $700,000 annually), machinery parts and synthetic fibre and yarn.

But Cuba has been buying more from Canada than it has been selling us — and it has a limited variety of items Canadians are interested in buying.

Canadian imports from Cuba in 1959 totalled $12 million — about half of which was raw sugar.

Cigars and tobacco for making cigars, pineapple, rum, synthetic tire fibres and nonferrous metal were the other main items.

Will Raise Duty Valuation On U.S. Fruit, Vegetables

By LESLIE WILSON

OTTAWA (Staff) — Increases in the valuation for duty purposes of two kinds of imports are on the way.

This means more protection for Canadian industry and agriculture.

The items:

• **Fruits and vegetables** from the U. S.

• **Automobile imports** from the U. K. and Europe.

The decision on fruits and vegetables has been taken by the cabinet and is effective now, although higher valuations likely won't be applied until the spring.

The decision on automobiles will go into effect on Dec. 1.

Under the Customs Act, valuations at which imports are accepted for customs duties, excise and sales taxes, depend, broadly, on the "fair" home market value in the country of origin when sold in like quantities and under like conditions.

The fruit and vegetable decision dates back to last Feb. 18 when the cabinet quietly "proclaimed" a new section, 40A7(b) of the Customs Act.

Although this section was passed two years ago by Parliament, it was to be effective only when the cabinet should decide to make it so by order-in-council.

It allows the minister of national revenue to fix the value for duty of any fruits and vegetables which "as a result of the advance of the season or the marketing period" decline to levels which do not reflect their normal price. The value can be set at the average value at which similar fruits and vegetables were imported during the three-year period before the date of shipment.

Most U. S. growing seasons for fruits and vegetables are several weeks earlier than the Canadian seasons. Section 40A7(b) was designed to prevent U. S. growers, faced with low end-of-season prices at home, from underselling Canadian growers as their produce is coming onto the market.

All last spring and summer, customs officials calculated three-year average prices on fruit and vegetable imports as the department stood poised and ready to clamp higher duty valuations on the U. S. products.

But in all of the key crops where underselling usually occurs, yields on both sides of the border were lower than normal; and there was no occasion to apply the higher valuations. Sensitive crops include prunes, peaches and apricots on the West Coast, peaches, asparagus and onions in the Central Canada market.

But if next year is a normal year, and underselling does occur, it will definitely be met by quickly-applied high valuations.

The automobile question dates back to the spring when the United Auto Workers urged higher duty valuations on car imports from the U. K. and Europe. A Customs Department investigating team began looking into home market prices of these items (**FP**, June 18).

For many years, U. K. and European auto manufacturers have been allowed special concessions on duty valuations of exports to Canada.

Section 38d of the Customs Act allows the minister of national revenue to fix value for duty "in such a manner as (he) shall prescribe" if he believes that "unusual circumstances" prevail.

Under this section, the duty value of U. K. and most European cars has been fixed at 30% less than the home market list price.

The Customs Department investigating team has recommended that this discount be reduced to 15% in some case, 20% in others. The recommendation is now before the cabinet.

U. K.-made cars enter Canada duty free, but the value for duty determines the 7½% excise tax and 11% sales tax they pay here. Most European cars pay 17½% duty, plus excise and sales taxes.

Reducing the value for duty discount to 15% or 20% would add about $25 to the distributor's price of most U. K.-made cars, $60 to $100 to his price for European-built cars.

Some dealers might try to absorb these increases without raising nominal retail prices. But many would be expected either to raise prices or offer lower trade-in values.

No Favors For Castro, Banks Say

"Talk of big special deals between Canadian chartered banks and Premier Fidel Castro's government is a long way off base," said J. Douglas Gibson, general manager of the **Bank of Nova Scotia.**

Gibson was commenting on a television speech by Castro last week in which the Cuban premier explained that the Bank of Nova Scotia and the **Royal Bank of Canada** were not nationalized — along with all U. S. banks operating in Cuba — because they are helping the Cuban government in financial transactions abroad through their main offices.

"This isn't just a Canadian-Cuban banking business," said Gibson, "because we have a fully rounded banking operation there, 54 years old.

"While we own and control our eight branches in Cuba, local people run the business.

"There is supervision from the north in a general way, but our supervisor and managers carry on in the normal way," Gibson said. (Only 10 out of 250 employees are non-Cuban.)

He stressed that the banks, when approached, are prepared to perform functions such as the granting of credit as long as no special risks are involved.

K. M. Sedgewick, vice-chairman of the Royal Bank, said he had nothing to add except that the Royal Bank was engaging in "normal business as usual".

Royal Bank, 62 years in Cuba, operates 24 branches and employs 700 Cubans and only 16 non-Cubans.

At one time the Royal was the largest bank in Cuba, but now first place goes to Cuban-owned **Trust Co. of Cuba.**

If Canadian exports to Cuba increase, the banks anticipate doing a bigger business in credits, if they are offered — and consistent with the transactions being good risks.

And reports indicate that three countries are happy the independent Canadian banks are carrying on in Cuba.

• **Cuba** — Since Castro needs the banks for outside banking contact.

• **The U. S.** — because many banking matters can be cleared through trustworthy hands.

• **Canada** — since Canadian banks have established more than half a century of solid banking relations in Cuba.

Canadian bankers said there wouldn't be any loss if Canadian banks were taken over by Cuba.

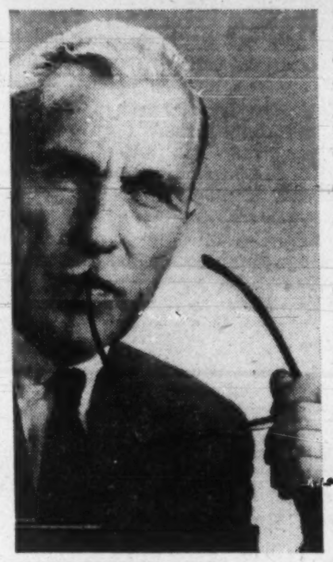
Canadian bank assets (and liabilities) in Cuba might top the $100 million mark, if the average business administered by Cuban branches is as big as the average in Canadian branches.

But assets and liabilities in Cuba are about equal — Canadian banks hold Cuban government bonds and have large deposits from Cubans.

?

there's no room for

GUESSING



In solving business problems you require accurate, up-to-date information on which to base your decisions. Providing dependable facts and figures to businessmen in all phases of commerce and industry is a part of the complete banking service available through any one of our branches.

Whether your problems centre around the choice of a new plant site or simplifying your payroll procedures, consult your nearest Canadian Bank of Commerce manager or write to our Business Development Division, Head Office, 25 King Street West, Toronto 1.

THE CANADIAN BANK OF COMMERCE

What's Really Brewing in Our Exports?

(CONTINUED FROM P. 1)

tacked the philosophy of "exporting our own unemployment to our trading partners."

It was decided that a major presentation should be made to Ottawa on the subject of increased export credit facilities, a presentation to be backed up with actual case histories of sales lost to competitors who could offer better credit deals.

Initially it had been thought that the presentation of this resolution would bring the exporters into a head-on crash with the Export Credits Insurance Corp. The corporation's president and general manager Hugh T. Aitken was on hand to defend his organization.

However, at a private meeting before the resolution was presented, Aitken and A. K. Stuart, general manager of the **Electrolyser Corp.**—the man responsible for preparing the resolution —threshed the problem out. It was then agreed that the appeal should be made directly to the Minister of Finance to set up a separate credit fund rather than to blame Export Credits Insurance for not doing a job it was not set up to do.

This move prevented too much ill-feeling developing at the convention, but left things pretty well where they had been before the meeting opened.

The future of trade with the Communist nations was discussed with little hope for substantial increase being held out.

The brightest picture to emerge from the meeting was the still relatively untapped export potentials of Africa and Latin America. But there again the exporters stressed the need for more ambitious credit facilities, and government spokesmen gently rapped exporters' knuckles for their reluctance to get out and sell.

When the meeting broke up there was general agreement that somebody should do something. The disagreement was over who and what.

IN OTTAWA... sell with the leaders

Metropolitan Ottawa is now 43.9% French

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The top nine leaders in Ottawa's booming retail food market are consistent advertisers in Le Droit, proof-positive that it pays to advertise to customers in their language. Metropolitan Ottawa is 43.9%* French. This is Canada's fourth** largest retail food market. If you want to sell Ottawa, then sell with the leaders by advertising in Le Droit—Ottawa's only French daily. Colour available every day.

*D.B.S. **Sales Management May, 1959

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ANNOUNCEMENT

CANADIAN LOCOMOTIVE COMPANY, LIMITED

NORMAN K. ANDERSON

C. I. Allen, President, Canadian Locomotive Company, Limited, of Kingston, Ontario, announces the appointment of Norman K. Anderson to the newly created position of Vice President—Marketing. Mr. Anderson, a native of Brantford, Ontario, graduated from the University of Michigan with a degree in Mechanical Engineering. He has been associated with the DeVilbiss Company and Fairbanks, Morse & Co. in various engineering and sales capacities. For the past twelve years Mr. Anderson has been Vice President—Marketing of the Warner Electric Brake & Clutch Co., of Beloit, Wisconsin. Mr. Anderson will be located at the head office of Canadian Locomotive Company, Limited, in Kingston, Ontario.

Measurement by Light May Help Your Output

OTTAWA (Staff) — Canadian scientists played the lion's role in the worldwide shift this week to a new international standard for measuring length by lightwaves.

The world's first — and for the present, only—working apparatus using the new formula was designed and built by Dr. K. M. Baird, head of the National Research Council's interferometry section, in its division of applied physics.

The new formula: one metre equals 1,650,763.73 wavelengths of orange light emitted by the gas krypton.

For the moment, the most important use of the new equipment will be for the calibration of existing gauges at NRC, used in the constant check against gauges sent in by industry.

In the long run, it is expected to mean:

- **Far more accurate new gauges for industry.**
- **It may be possible to hook a variation of the apparatus** into the production process, to make automatic measurements as near to absolute accuracy as anyone could want.

The world shift to the new standard was taken at the 11th conference of the International Bureau of Weights and Measures, in Paris.

For about 100 years previously, the standard basic unit of measurement had been a metal bar one-metre long, kept in a Paris vault.

This posed two problems:

- **Other countries had to send their national-standard metre bars** to Paris periodically for an accuracy check.
- **Even then, the length of a metal bar can change,** throwing precise measurements minutely out of kilter.

Now, any country can measure its standard by applying the unvarying Canadian lightwave formula right at home.

One of the big jobs of NRC's interferometry section, headed by Baird, is to check periodically the master gauge blocks used by Canadian industry.

They are checked to two-millionths of an inch — it could be more accurate if it were considered necessary.

(Since 1952, all Canadian units of length have been defined in terms of the meter. The inch, for example, is defined by law as exactly 254 ten-thousandths of a meter).

In the past, the calibration has been done by comparing the industry gauge blocks under a microscope with Canada's master meter-bar.

But the new apparatus, using orange lightwaves from krypton gas, can measure minute fractions of a meter in a single, simple operation.

Dr. L. E. Howlett, director of NRC's division of applied physics, was chairman of the special committee of the International Bureau which has been seeking a new definition of the meter, and is given much credit for persuading the conference to accept the new standard.

In its search for the new standard, the NRC team gained an achievement considered of great significance in the scientific field.

They perfected a method of measuring the wavelengths of krypton light so that the number of wavelengths in a meter could be established beyond doubt in the first place.

CanCar Busy On Car Orders Till Christmas

Orders on hand at **Canadian Car Co.** ensure continued output of buses and railway cars until the end of 1960 at least.

If no further car orders are received, that part of manufacturing operations will be closed down, according to Air Marshal W. A. Curtis, vice-chairman of parent **A. V. Roe Canada Ltd.**

CanCar is building buses for London, Winnipeg, Calgary and other western cities, and has on hand a Montreal order for 60.

Annual meeting of parent company is to be held within the next few weeks.

New Wheat Board Control Puzzles Grain Industry

From Our Own Correspondent

WINNIPEG — Transfer of Canadian Wheat Board administration from the Department of Trade and Commerce to the Department of Agriculture has puzzled the grain industry here.

Speculation here is that the government wanted to get all phases of agriculture centralized in one department.

Several Conservative speakers advocated this before election of the Diefenbaker government.

However the Board of Grain Commissioners for Canada — a regulatory authority — remains with the Department of Trade and Commerce.

Some grain industry observers are wondering whether the Department of Agriculture will enter the field of promoting and negotiating trade and set up agricultural trade commissioners among Canada's customers abroad.

Pending more information, representatives of Manitoba farm organizations are withholding comment.

The Manitoba Federation of Agriculture never favored putting the Wheat Board under the Department of Agriculture.

At some of its annual conventions in the early 1950's locals brought in resolutions, but they were squelched before getting to the general meeting.

The federation in convention never voted one way or the other.

The Manitoba Farmers' Union did pass a resolution in 1952 supporting the transfer.

A similar one was passed by the Saskatchewan Farmers' Union and, shortly after, the Interprovincial Council presented it to the federal government. Nothing of account has been heard about it since.

See 4.4% Food Sales Rise To Record $3,399 Million

Retail food sales this year will climb to a record $3,399 million, a leading food industry executive says.

The forecast comes from Ray Wolfe, President of **Oshawa Wholesale Ltd., IGA** depot for central Ontario, in an address at mid-week to the annual convention of dealers.

Sales at the forecast level would be a 4.4% gain over last year and would represent 20% of all retail business.

Mr. Wolfe places IGA national sales for 1960 at $289 million, ranking behind **Loblaw's** with an estimated $432 million and **Dominion** with $400 million.

In his ranking, **Steinberg's** would be fourth with $250 million, **Safeway** following with $212 million, **A & P** with $130 million.

"It is in times like these that the food industry stands in clearest relief against the rest of the economy," he told the dealers.

Despite dragging business indexes and talk of mounting unemployment, the over-all health of food industry "has never been better."

There has been a change in the merchandising pattern over the year, he said.

Stamps have not put any dealer out of business and panic merchandising, wild expansion and loss leader pricing have subsided, Mr. Wolfe said.

Another speaker warned the dealers of the "inevitability of change" in the industry.

Henry King, a U. S. wholesale grocer executive, told the meeting not to look on "the self-serve supermarket as the ultimate method of food distribution.

"The revolution of the past 20 years is continuing because our society encourages change."

DOME MINES

Dome Mines milled 57,600 tons during September for gold production of $50,221. This compares to production of $515,221 in August and $474,912 the previous September.

New Company Plans Drilling For Quebec Gas

MONTREAL (Staff) — Announcement is expected within a few days that a new company has been formed to undertake a drilling program in a known natural gas area between Trois Rivieres and Louiseville.

Vercheres Oil Corp., which holds 20,000 acres about 90 mi. east of Montreal, will have the majority interest. Two other companies, not identified, also are involved.

Organized a year ago by Quebec businessmen, Vercheres Oil has correlated data on the area and has completed a study of geological structure.

Involved in the new venture are 70,000 acres, southeast of the 20,000-acre Vercheres claim.

Within this parcel of land is property owned by Fathers of the Sacerdotal Fraternity, a religious order, on which gas was found in mid-September.

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(Advertisement)

F. H. Toller and Co. Limited Build In Buffalo, State of New York

A large new industrial building to house the Buffalo operations of Brink's Express Company Inc., big armoured car service, is being constructed in the City of Buffalo, State of New York adjacent to the giant New York State freeway.

The building, completely air-conditioned, will incorporate the latest electronic burglar-proof devices, a large room size safe, two stories deep, offices and drive-in garage for twenty-five large specially built armoured vehicles.

F. H. Toller and Co. Limited, the Owner Builders and National Realty Investors who have constructed and own several Brink's buildings in Canada, namely, Ottawa, Montreal and Hamilton will lease the building to Brink's Express under a twenty-five year net lease.

Operating in Canada from coast-to-coast and now in the United States this well known Canadian firm has recently completed negotiations in the Realty Investment and Realty Financing field with: New Holland Machine Co., New Holland, Pennsylvania; a subsidiary of Sperry Rand; in Edmonton, Avis Rent-a-Car Company of Canada. Other transactions are expected to be announced shortly comprising projects in Toronto, Montreal and Quebec City.

In the past few months F. H. Toller & Co. Limited have added to their portfolio through ownership or control Realty Investments and sites for future development valued in excess of $3,000,000.

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Prices Down On Lark Line

Prices have been reduced for 1961 on all except one model sold by **Studebaker-Packard of Canada Ltd.,** company announces.

Reductions range from $84 on the two convertible models to $45 on all two-door and four-door sedans. Price of the Lark Six now starts at $2,382 for the two-door Deluxe sedan.

A new model included in the line this year, the Regal Cruiser V-8, has been priced at $3,183. The Hawk sports coupe is unchanged at $3,185. All prices include federal sales and excise taxes and dealer preparation.

Company Reports

Mining

Chromium Mining & Smelting Corp. had a net loss of $185.314 for the year ended Apr. 30 as operations were severely affected by the U. S. steel industry strike and later fall-off in demand.

The loss compares to last year's profit of $539,706 and earnings of 47c per share.

President N. A. Timmins, Jr., notes intensified competition from domestic and overseas producers of alloys, at reduced prices, also contributed to a poorer year for the company.

Indications of increased activity and gradual improvement in level of steel industry sales should serve to better the company's operating level, the President adds.

During the year the plant at Sault Ste. Marie was closed down, except for the exothermic line. Smelting operations are concentrated at Beauharnois, Que., where production facilities were improved. New facilities have also been added at U. S. subsidiary plants.

From capital expenditures of $1,255,195 last year, the company estimates it will spend around $2 million on capital works this year. Earnings will accordingly be affected by the cost of the program.

CONSOLIDATED INCOME ACCOUNT

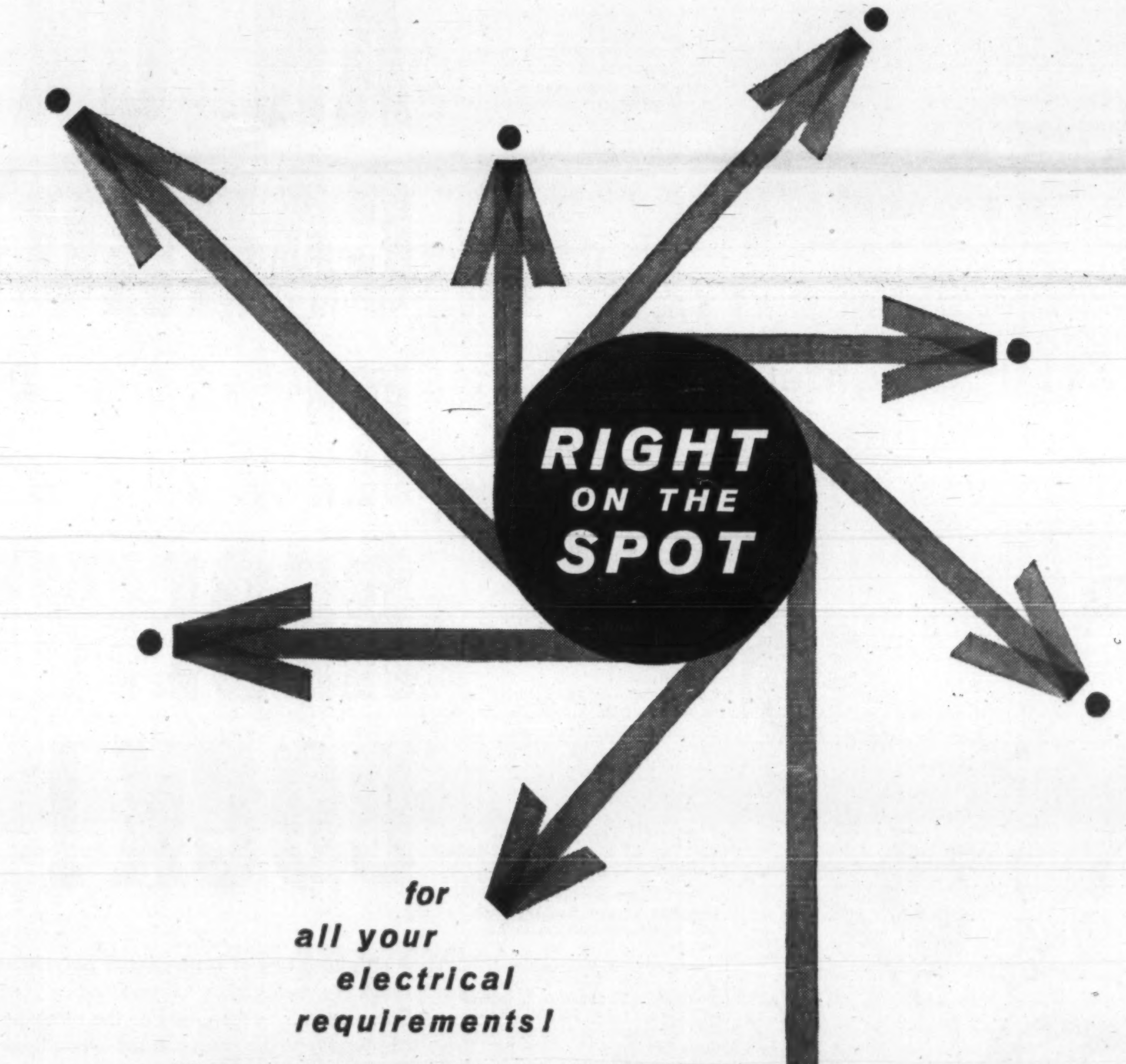
Years Ended Apr. 30:	1960	1959
Oper. profit	$1,159,752	$2,100,734
Less: Deprec.	637,425	613,561
All interest	475,338	471,675
Pat. rts. & dev. exps. w/o	49,328	127,946
Emp. sav. & pen. fund	175,682	196,800
Income taxes	7,293	†151,046
Net profit	*185,314	539,706

†After credit of $170,000 in 1959, resulting from application of prior losses.
*Loss & deficit.

	1960	1959
Earned per Share	d$0.16	$0.47
Shares o/s at Apr. 30: Common, n.p.v.	1,146,650	1,146,650

CONDENSED CONS. BALANCE SHEET

As at Apr. 30:	1960	1959
Cash	$60,220	$53,451
Accts. rec.	1,409,252	2,580,618
Stores & supplies	2,754,835	2,960,088
Prod. in proc.	5,589,255	5,141,519
Prepaid exp.	102,430	143,656
Total curr. assets	9,915,992	10,879,332
Mine: Cls. dev., bldgs ‡	1,068,000	1,090,208
Smelter: Plant, equip., etc.†	4,221,486	3,615,273
Research, pat., etc.*	337,984	395,516
Total assets	15,543,462	15,980,329
Due bank	4,466,036	4,468,227
Accts., etc., pay.	3,525,647	3,678,603
Income taxes pay.	110,209	186,615
Total curr. liabs.	8,101,892	8,333,445
Def. inc. taxes	90,000	110,000
Notes payable	2,400,000	2,400,000
Funded debt	392,000	392,000
Capital stock	5,001,000	5,001,000
Less: Deficit	441,430	256,116
‡After depr. of	111,501	79,964
†After deprec. of	6,529,400	5,970,718
*Less amount written off.		
Working capital	1,814,100	2,545,887



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Business Across Canada

HOW'S BUSINESS? That's the big question right across the country. This regular FP feature helps to answer it for businessmen everywhere, by comparisons for representative cities coast-to-coast.

This table shows figures for July, the latest complete month available. Despite the time lag, the comparisons are valuable indicators of each area's business health.

COMPARISONS — July, 1960 - July, 1959

	Average Weekly† Wages & Salaries $	Average Weekly Wages & Salary Change %	Employment Index Change %	Consumer Price Indexes Change %	Value of Building Permits Change %	Housing Starts 7 Months Jan.-July Change %
St. John's	56.26	+4.4	—1.4	+1.3	—51.9	—18.1
Halifax	63.12	+5.0	—2.0	+0.7	—42.8	—2.1
Saint John	62.70	+7.5	+10.8	+1.2	—30.8	+20.4
Quebec	64.43	+4.8	—0.1	....	—35.6	—29.3
Sherbrooke	63.51	+7.7	+10.4	....	+43.9	+22.6
Trois Rivieres	70.58	+4.5	—6.2	....	—62.5	—28.6
Montreal	75.14	+3.7	—0.2	+1.0	—37.9	—28.0
Ottawa-Hull	71.38	+4.0	+1.0	+1.3*	+12.9	—20.2
Peterborough	83.89	+1.9	—7.1	....	—57.2	—12.8
Toronto	79.74	+3.1	—2.0	+1.6	—4.00	—29.2
Hamilton	84.28	+1.8	—1.8	....	+3.6	—45.2
St. Catharines	85.60	+2.2	—3.7	....	—19.6	—59.4
Brantford	70.08	—0.4	—18	....	+202.6	+340.8
Kitchener	72.89	+3.5	—3.4	....	+2.4	+54.3
London	72.91	+4.4	+0.9	....	—54	—23.3
Windsor	83.41	—0.6	—16.4	....	+50.6	—37.8
Sarnia	97.70	+3.8	+0.2	....	—49	—7.6
Ft. William- Pt. Arthur	79.60	+4.7	—4.3	....	—51.5	—58.6
Winnipeg	69.81	+2.6	+0.08	+1.9	+14.9	—17.6
Regina	69.57	+2.9	—3.0	+1.1‡	+12.3	—37
Saskatoon	68.45	+2.5	+2.7	....	—18	—17.4
Edmonton	74.06	+3.2	—1.0	+0.8‡	—65.6	—57.7
Calgary	75.29	+6.7	+1.0	....	—40.4	—34
Vancouver	81.99	+2.7	+6.1	+0.6	—61.6	—49.5
Victoria	75.03	+3.2	+2.6	....	—66.1	—27.4
CANADA	76.31	+3.5	—1.0	+1.3	—24.3	—31.9

†Industrial composite on July 31, 1960.
*Ottawa only.
‡Joint indexes for Regina-Saskatoon and Edmonton-Calgary.
Blanks indicate figures not available.
Source: DBS reports.

West. Plywood Earnings Dip, Output Down

Expectation early this year of **Western Plywood Co.**, Vancouver, that earnings would be ahead of those of previous years has not materialized.

Consolidated net profit (unaudited) totaled $422,000 for the nine months ended July 31, 1960. Profit for the first six months ended April 30, 1960, was reported at $414,000, indicating only an $8,000 profit in third quarter. (Comparable figures for the first nine months of fiscal 1959 have not been reported.)

In the fiscal year ended Oct. 31, 1959, consolidated net profit was $920,331, a 50.5% increase over previous year's $611,696.

Late this spring plywood production in Canada exceeded reduced domestic consumption by a substantial margin, President John Bene says.

Increased exports helped the situation but were not enough to eliminate the unbalance between supply and demand on the domestic market.

Prices dropped drastically and at times plywood was sold at levels below production cost.

Production rate in company's mills has been reduced.

Sustained operation at about 80% of last year's capacity can be expected from now on if home building increases slightly this fall and if demand for other uses does not slacken off appreciably.

Prices have increased somewhat recently.

First phase of the large plant improvement program in Vancouver is nearly completed and some of the new equipment is in operation.

Dividends totaling 60c have been paid on the Class B shares this year. Last year 70c was paid.

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RUNWAY CONTRACT

From Our Own Correspondent

FREDERICTON — **Forbes & Sloat Ltd.**, has been awarded a $111,710 Transport Department contract for paving additional runways at the Fredericton Airport.

ANNOUNCEMENT

JAMES RICHARDSON & SONS

E. J. WILLIAMS, F.C.A.

James Richardson & Sons, Investment Dealers, announce the appointment of Mr. E. J. Williams as an Assistant General Manager.

Mr. Williams, who has been Comptroller since 1946, will, in his new position, have direct supervision of the Underwriting, Accounting and Communications Departments.

U. K. Bonds Show Gains As Buyers Eye Bank Rate

Special Correspondence

LONDON—Government bonds have continued to attract support, on yield considerations and on hopes of a cut in the U.K. bank rate. Many economists think our 6% rate has now served its purpose.

After their rally earlier in the month, industrials have turned easier again, with the Financial Times equity index continuing to move within the range of 320-333, against 1960 extremes of 295.8 and 342.9.

Motor shares were further unsettled by news that British Motor Corp. is putting 23, 00 workers on short-time. Only **Jaguar** remains unaffected by the present setback in the industry.

Mines and oils have shown no decisive trend. The good yields on leading oils continue to attract some investor interest.

The latest Federation of British Industries survey shows that businessmen are cautious about the near-term outlook.

Of 728 firms who sent in replies 54% were neither more nor less hopeful about the general business situation than four months ago, 12% were more optimistic, but 34% were less optimistic.

Here are Canadian prices of some leading U. K securities:

(Supplied by Wisener, Mackellar & Co., Toronto)

	Recent Bid $	Recent Ask $	Oct. 11 Bid $	Sept. 12 Bid $
Industrials				
Bowater Paper	7 3/8	7 3/4	7 5/8	8 1/8
CPR 4% nc pref.	1.72	1.77	1.72	1.70
Courtaulds	7 5/8	8 1/8	7 3/4	7 7/8
Daily Mirror 'A'	1 3/4	2	1 3/4	1 1/2
Hawker Siddeley	4 1/8	4 1/2	4 1/4	4 1/8
Hudson's Bay Co.	21 1/2	22	21 3/8	22 5/8
Imperial Chemical	9.80	10	9.70	9.65
Motors				
British Motor Corp.	2	2 1/4	2 1/8	2 1/4
Ford Motor	12 1/4	12 3/4	13	13 1/8
Jaguar	8 1/4	8 3/4	8 5/8	9 1/4
Oils				
British Petroleum	6 3/4	7 1/4	6 3/4	6 3/8
Shell Trans. & Trading	18 1/4	18 3/4	18 1/4	16 7/8
Royal Dutch	34	34 3/4	34	31 7/8
Steels				
Colvilles	10 3/8	10 7/8	11	10 7/8
Dorman Long	5 1/2	6	5 7/8	6 1/4
Steel Co. of Wales	5 5/8	6 1/8	6	6 1/8
Stewarts & Lloyds	6	6 1/2	6 1/2	7 1/4
John Summers	8 1/4	8 3/4	8 3/4	9 7/8
United Steel	10 3/4	11 1/2	11 1/2	11 5/8
South African				
Free State Geduld	17 3/8	18	17 3/4	17 1/8
Blyvoors	3.70	4.00	3.70	3.50
President Brand	8 1/8	8 3/8	8 5/8	8 5/8
Govt. Bonds	$ per £100			
Convers. 5/71	252	255	250	248
Transport 3/78/88	169	172	167	165
Victory 4/76	255	259	255	252
War 3 1/2 Perpetual	167	171	167	165

Canadian Angels Back N.Y. Show

First Broadway investment by **Canadian Theatre Exchange Ltd.** will be its participation in Love and Libel.

Company, formed earlier this year, is the medium through which some 25 Canadian "angels" will invest some $33,000 of the $110,000 required to stage the play.

Love and Libel is Peterborough author Robertson Davies' adaptation of his novel Leaven of Malice, with an eastern Ontario setting.

Director is Tyrone Guthrie, who has been closely associated with the Stratford (Ont.) Festival productions.

Entire physical production is being mounted in Canada. All but four of the cast are Canadian actors.

After its Toronto engagement Nov. 2-5, Love and Libel will play fortnight engagements in Detroit and Boston, then move to New York in December.

The play is included in the Theatre Guild subscription series in the U. S. cities. A run of at least three weeks on Broadway is therefore assured.

Officers of Canadian Theatre Exchange Ltd.:

President Tom Patterson of Stratford; Vice-President Robert Whitehead, a leading Broadway producer; and Ernest Rawley, general manager of Toronto's Royal Alexandra Theatre.

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ANNOUNCEMENT

ROYAL SECURITIES CORPORATION APPOINTMENT

DONALD C. McLEOD

Royal Securities Corporation Limited announces the appointment of Donald C. McLeod as Sales Manager of its Montreal Office. Mr. McLeod has spent many years in the investment business and, since joining Royal Securities, has been associated with the Corporation's office in Toronto.

What You Should Know About the New Europe

Emergence of trading blocs in Western Europe is shattering conventional trading patterns between Europe and the Commonwealth, including Canada. The process of change has just begun and may take new and surprising turns . . .

9. South African production has never recovered from the economic setback of 1958. Growth of the economy will be increasingly dependent upon growth of foreign trade. Current plans for European economic integration are not likely to have a substantial effect on South African sales to the U. K. or the Six. The effect of EFTA tariff changes will be smaller still. Rhodesia and Nyasaland are in a similar position but the future of all three countries could be altered drastically by unpredictable political developments.

By The Economist Intelligence Unit, London
(Copyright for Canada The Financial Post)

Nature has been extraordinarily generous to South Africa. Its huge and varied mineral resources and the extent of cultivable land provide a sure foundation for economic development.

South Africa might well be accounted one of the most fortunate and, potentially, most expansionary economies of the Commonwealth — assuming, of course, that the recent vote for republican status doesn't break its Commonwealth ties.

Its strength may be illustrated by reference to the pattern of its exports.

Gold provides one third of total export revenue, other mineral exports — principally diamonds, uranium, lead, copper, asbestos, and platinum — another fifth, wool over 10%.

The weak foodstuffs group accounts for little more than 10% of total export revenue and exports of manufactures are very nearly as large.

This diversity of exports enabled South Africa to weather the post-Korean depression in commodity prices much more easily than did other Commonwealth countries at a similar stage of development such as Australia.

It has also been a major factor behind the more rapid growth of total output in South Africa.

Between 1950 and 1958 the annual increase in South Africa's real national income was close on 4% and during the boom years 1953 to 1954 it was as high as 6%.

And in marked contrast with income in Australia and New Zealand, South African income has risen faster than population, so that incomes per head rose by 2% annually between 1950 and 1958.

In common with other Commonwealth countries, South Africa suffered a setback in 1958 as commodity prices fell.

But whereas in other countries expansion was renewed during 1959, production in South Africa continued to stagnate.

Some part at least of the responsibility for this state of affairs must be directly attributed to the racial policies of the South African government, which are destroying overseas confidence in the Union's future.

The rapid expansion of the South African economy during the 1950s created a steady increase in import demand.

Most of the additional imports could be bought with current export revenue, but not quite all.

So year by year, South Africa dug deeper into its foreign exchange reserves. They did not decline dramatically as they did in Australia and New Zealand. But there was a steady drain upon them, so that by the end of 1959 they were equivalent to only 15% of the rising annual import bill.

Even more important was the fact that in 1957 the annual inflow of foreign capital, which had been so important an addition to South African foreign exchange resources and to investible funds, was converted into an outflow.

The movement was reversed in 1958 but in 1959 there was again a net outflow of foreign capital.

Even before the disastrous events of March, 1960, foreign investors were showing uneasiness in their attitude to the Union, and the pull of high interest rates elsewhere was proving a greater attraction.

All this suggests that, even without any further political disturbances, South Africa will in future have to rely to a greater degree on earnings from current exports when it makes purchases abroad.

The growth of the economy will be more dependent upon the growth of foreign trade. But assuming, and it is a large assumption, that racial quarrels do not interrupt the development of production, there should be no difficulty in securing a regular and fairly rapid increase in export earnings of 3% to 4% annually.

Gold output will continue to rise as more new mines come into production and an increase in the price of gold, which is possible, though not probable, would give a big boost to earnings in this sector.

Earnings from uranium may be disappointing but diamonds and other minerals should go ahead steadily.

Agricultural products are less promising, but growth should be steady if unspectacular, particularly in wool and fruit.

South African exporters are much more likely to raise their sales than are Australian wheat exporters or New Zealand butter exporters.

And finally, overseas sales of manufactures are likely to do well.

They may, however, do less well than in the recent past, partly because they will in future receive less favorable tariff treatment in Rhodesia under the recently signed Rhodesian - South African trade agreement, partly because of political hostility in the Union's other major export markets in Africa.

With an annual increase in exports of 3% to 4%, South Africa should secure at least an equivalent rate of increase in total output during the 1960s. But it is doubtful if it will do more.

The powerful stimulus to growth provided by exceptionally heavy investment, first in mining and then in the government sector, during the past decade will be lacking and no new candidate for the role of investment leader looks like appearing.

If the political situation were to get out of hand the annual rate of increase in total output might fall very sharply.

There is always this "if" to be reckoned with in considering South Africa's future.

With this enormous question mark in view, what happens to South Africa's exports to Europe seems a matter of very little importance, and indeed current plans for European economic integration, or association between the Seven and the Six, are unlikely to make much difference to the terms on which South African goods are sold to the U. K. or the Six.

Of the Union's major commodity exports to the EEC, wool, hides and skins, copper, lead ore and asbestos will continue to enter the market duty-free as will most of the minor raw materials sold there.

South Africa's fresh fruit exports are safeguarded by the seasonal pattern of trade, corn exports by the fact that neither the Six nor the Seven can hope to become self-sufficient in this commodity.

Out of the £81 million worth of goods sold by South Africa to the EEC in 1956, less than £13 million will be affected by tariff changes while less than £5 million is likely to be actually hurt in any way.

The value of exports to the U. K. affected by tariff changes in the EFTA is smaller still, around £1 million out of exports to the U. K. of £108 million and total commodity exports, including gold, of £366 million in 1956. Only if South Africa's vulnerable foodstuffs exports, notably sugar and canned fruit, lost their privileges in the U. K. market (as a result, for example, of a merger between the Six and the Seven) would any significant part of South Africa's trade be hurt by European economic integration.

By far the larger part of South Africa's exports to Europe should benefit, if only slightly, by the bigger increase in demand generated by integration.

Rhodesia and Nyasaland are still less affected.

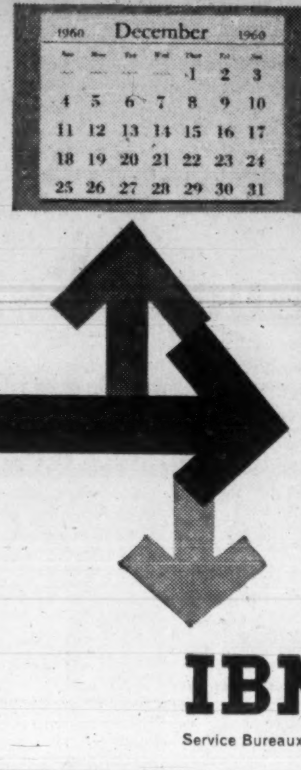
Copper, providing over two thirds of total Rhodesian exports, enters all European markets duty-free and will continue to do so, as will many of the federation's minor mineral exports.

Tobacco could be affected by the new EEC tariff, but for the most part it is likely to be protected by its superior quality.

The EFTA will make no difference at all. A merger of the Six and the Seven could affect tea as well as tobacco but special treatment for these items in a wider European association presents few problems.

European economic integration presents no threat to the fast-growing economy of Rhodesia and Nyasaland, one of the most expansionary in the Commonwealth. Like South Africa, it is soundly based on rich natural resources, though it is as yet at an earlier stage of development.

Here again the political situation raises some doubts as to the future, but in other respects everything is set for expansion.



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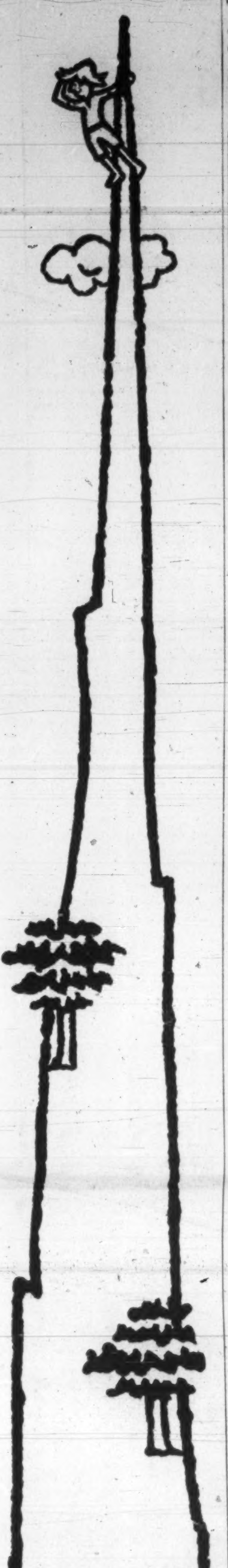

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Ski Resorts Now Investment Bets

A new 200-acre ski resort in the Collingwood district of Ontario offers investment opportunities in increasingly popular natural resources — winter snow and good hills.

This is the second ski development to be financed publicly in recent months.

By BEATRICE RIDDELL

A natural resource combination with attractive investment possibilities: Winter snow and good hills.

The market for such conditions:

Skiers, who have been increasing at an average annual rate of 25% in the past five years.

Latest company to take advantage of this fast-growing Canadian sport is **Georgian Peaks Resorts Ltd.,** which will open a new 200-acre ski resort in Ontario's Collingwood area Dec. 1.

Like the **Mont-Sutton Inc.** ski development in Quebec's eastern townships (**FP**, Sept. 17), the Ontario development is being financed publicly.

A direct offering by the company of 20,000 units (one 6% non-cumulative preference share, $10 par, plus one common share) has been made.

Of these, 9,300 were taken up by directors and others, and 10,700 more were offered in the past few weeks.

"All but about 4,000 of the units have now been sold," President Ian F. H. Rogers told **FP**. Price was $10 per unit.

According to the company's pro-forma balance sheet (July 31, 1960) current assets amounted to $32,421, fixed assets $200,876 as against current liability of $29,956 and mortgage loan of $61,000.

Although the new development is primarily for public use, a club is also being created with a maximum membership of 200.

Membership requires the purchase of 10 of the company's stock units, an initiation fee of $100 (90% of which will be turned over to the company as a three-year, interest-free loan) and an annual fee of $50.

Members get unlimited use of tows, while non-members will pay $5 for an all-day ticket (no entrance fee).

To date about 100 memberships have been accepted and at least 60 applications are being processed.

Designed by the well-known Austrian ski area consultant Otto Eugene Schneibs (designer of the famous White Face resort at Lake Placid, N.Y., and 50 other North American ski resorts), the new development will have a capacity of 3,000 to 4,000 skiers a day.

Hills are now practically ready for the snow. They will include a racing trail, novice-to-intermediate trail, slalom hill, snow bowl and small hill for children and beginners.

Up-hill facilities will include an $81,000, two-seat chair lift built by **British Ropeways Engineering Co.** of London, Eng., and a $10,500 T-Bar tow now being completed in Montreal by **Hall Lift Co.** of Syracuse, N.Y.

The T-Bar, starting at the upper terminus of the chair lift, will serve a high hill that should provide good skiing well on into spring.

Also to be ready by opening date is a 400-car parking lot, and a $31,410 chalet at the foot of the chair lift. The chalet, being built by **Stobbe Construction Ltd.** of Owen Sound, Ont., will have a restaurant, washrooms, ski shop, first aid room and administration office.

Officers of the company — all ardent skiers: Ian F. H. Rogers, president; Ross F. Wilson and Daniel A. Gibson, vice-presidents; Terence A. Wardrop, secretary; Julien R. Hutchinson, treasurer.

But as a cushion against a dreaded poor-snow winter, Georgian Peaks plans to make its resort a summer attraction as well.

Planned for construction next spring: A mountain-top restaurant (accessible by the chair lift), which will be designed and located to take advantage of a spectacular Georgian Bay view.

Hiking trails and other summer attractions will be developed.

Here's Advice On Travelling For Business

OTTAWA (Staff) — Advice (accumulated by the Trade Department) to Canadian businessmen planning their first trip abroad to investigate foreign markets:

- **Don't** try to cover too much ground.
- **Don't** tie yourself down to a rigid schedule.
- **Don't** leave before you've found out (try the department) about business holidays in the places you'll visit — or you might find yourself twiddling your thumbs in some half-deserted foreign city.

The advice was elaborated upon thus in a recent issue of the department's publication "Foreign Trade":

A Canadian export manager when he was new to the job hurried down to Latin America and in 10 weeks visited 18 countries.

He discovered that travel fatigue accumulated and his efficiency declined.

Today he advises the novice to restrict himself to less than six weeks of traveling and not to cover more than four or five countries. To keep in top form, he recommends about 3½ weeks.

If you are a first-time traveler, you will want to become familiar with the business climate and the demands of the market and you cannot foresee how long this will take.

That's why too much advance planning of your trip can be a drawback.

This is particularly true if you intend to choose agents: you should not make a hurried decision because it may mean a wrong choice.

Veteran export managers have additional advice to offer:

Don't attempt to appraise a market too quickly and while you are still immersed in the competitive situation there.

Move on to the next country, sort out your impressions, and then reach conclusions and make recommendations.

Your perspective will improve with distance.

"Record the facts on the spot," says one exporter, "but analyze them and make your decisions elsewhere."

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Travel Tips

UPTOWN TRAVEL CENTRE and agency was opened in Toronto recently by **Calladine & Baldry.** New office, on Bloor St., will serve as a second Toronto agency for the company and also as a centre for travel and handicraft exhibits, meetings of travel groups and fashion shows. A third C & B office — this time in Montreal — will open in the next few weeks.

* * *

CHRISTMAS TOURS to the sunny south have been announced by **Travel Plans Tours Ltd.** of Toronto. All starting Dec. 23, the featured tours are: Ten days to Dominican Republic and Haiti (from $490 per person, including air fare from Toronto); 11 days to Jamaica ($474.50); eight or 11 days to Mexico ($381 or $406); 11 days to Nassau ($319); and 11 days to Miami Beach ($205). Available through any travel agent.

* * *

ITALY'S NEWEST motel on the Aurelia National Highway is just 1 mi. from the famous Leaning Tower of Pisa. It is made up of nine separate villas, each with six rooms and a restaurant. A double room with bath and breakfast averages $7 plus tax.

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FORTY-ONE FOUNTAINS, and four columns of water almost 100 ft. high will be features of Berlin's Ernst Reuter Square now being reconstructed. It will be one of the most impressive plazas in Europe.

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HOTEL DEVELOPMENT: With the advent of the air age, the natural playgrounds of the Caribbean are being brought closer to the doorstep of the North American Continent. Each year, Barbados is host to more and more visitors. Investment in Hotel Development, to keep pace with the rising demand for accommodation, offers promising returns to the Canadian man of business.

**The Barbados Development Board will arrange interviews and information for the prospective investor.*

Write for comprehensive literature on Industrial Investment or Hotel Development to Barbados Development Board, 550 Church Street, Toronto, or to P.O. Box 250, Bridgetown, Barbados, W.I.

Consider Schemes to Attract Industry to Atlantic Region

OTTAWA (Staff) — The government may come up with an idea for reviving the Maritimes' economy along the lines of a proposal advocated recently by CCF Leader Hazen Argue.

Argue said a CCF-New Party government would perk up the Maritimes over a 10-year period by:

- **Deliberately inducing industries** to locate in the area by compensating them for whatever they would lose in the short run from not locating in Central Canada.
- **Creating a Capital Projects Commission** for public investment in enterprise designed to expand the Atlantic economy.

Government officials have been considering similar suggestions.

One version was for tax incentives to get new light industry in particular to locate there and possibly for a government investment agency to help plan new industrial development in the Maritimes.

In a statement prepared for delivery in Halifax but also released here, Argue said: "As the (Atlantic) area proved able to carry on under its own steam, the plan could be lifted — and applied wherever else in Canada it was needed, as a continuing economic policy of the government."

Tuna Creating New Tourist Interest in Newfoundland

From Our Own Correspondent

ST. JOHN'S—When the tuna come back to Conception Bay, can the fishermen be far behind?

The warming waters of the North Atlantic seem to be attracting the big sport fish to the Newfoundland coast.

With more hotel accommodation going up along the beautiful shoreline of Conception Bay, Newfoundland in the next few years may replace Wedgeport, N.S., as a tuna centre.

Eleven tuna were caught and boated by sports fishermen in Conception Bay, Nfld., this summer and early autumn.

The biggest weighed 784½ lb, and was boated by tourist director O. L. Vardy, his third for the season.

Four boats were available for hire during the tuna season at the usual price of $50 per day. This included expert helmsmen and a captain.

No strikes were made in September and early October.

In August if there had been a tuna tournament, it is likely 40 or 50 of the bluefins would have been boated.

Sail through a veritable sea of pleasure on the fabulous fleet to EUROPE!

A Holland-America luxury liner leaves New York regularly* for Southampton, Le Havre and Rotterdam: the magnificent new flagship ROTTERDAM, the distinguished NIEUW AMSTERDAM, or the deluxe STATENDAM.

First Class on these ships means the ultimate in resort living at its opulent best. You'll enjoy "open house" all the way to Europe, beginning with a gay bon voyage send-off by envious friends.

Your day at sea starts with a full course breakfast (in bed if you wish). Then morning bouillon on deck, luncheon, afternoon tea, a gourmet dinner served in the Continental manner, topped off by a lavish midnight buffet. All this—plus current movies, a library stocked with the latest books, informal dances and concerts, gay, impromptu entertainment, card and deck tournaments, swimming in indoor or outdoor tiled pools, exercise in well-equipped gymnasiums—all included in your passage ticket at no extra charge.

Your menu may include caviar, filet mignon, lobster, crepes suzette and other delicacies prepared by master chefs. Your stateroom or suite has its own bath or shower, telephone, individually controlled air-conditioning. A catering staff, fluent in several languages, includes room stewards and stewardesses always at your service—doing the minor chores that make a crossing carefree—keeping your quarters immaculately clean—helping with your unpacking and packing (and there is virtually no luggage limit when you travel by ship).

Tax and duty-free shopping is a favorite pastime on Holland-America ships. There are name watches, cameras and perfumes, exquisite jewelry, Danish porcelain, Dutch objets d'art, and hundreds of fascinating gift items.

Delightful incidentals: Your ship is a virtual vacation city of the sea—automatically stabilized, 100% air-conditioned—with ship-to-shore telephone, daily newspaper, steam rooms, Turkish bath, service shops . . . every device for your security and comfort.

Other services to Southampton, Le Havre and Rotterdam: Monthly from New York on the predominantly Tourist Class liner MAASDAM (calling also at Cobh, Ireland); monthly from Montreal and Quebec on her sister ship, the popular RYNDAM. Every other Saturday from New York direct to Rotterdam by the one-class motor twins WESTERDAM or NOORDAM.

10% discount on round-trip fares during thrift season: Effective until April 15 Eastbound; June 21 Westbound.

*Sailings:
STATENDAM Dec. 9 *(Christmas Sailing)*;
ROTTERDAM Nov. 10;
NIEUW AMSTERDAM Nov. 2.

"It's good to be on a well-run ship"

Four pre-season Fall cruises: NIEUW AMSTERDAM and STATENDAM 4½ to 15-day cruises to the West Indies from Nov. 4 to Dec. 2, 1960. *Seventeen Winter-Spring cruises:* ROTTERDAM 77-day cruise Around-the World Jan. 28, 1961; STATENDAM 39-day cruise to the Mediterranean and the Holy Land Mar. 15, 1961; ROTTERDAM; NIEUW AMSTERDAM, STATENDAM, MAASDAM 7 to 16-day cruises to the West Indies and South America from Dec. 16, 1960 to Apr. 14, 1961

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London Rug Market Offers Peek at Mysterious East

By DONALD R. GORDON

LONDON, Eng. — If you're worried about inflation cutting into hard-earned savings these shaky days, you'll find one answer if you pay a visit to a 190-year-old warehouse just off London's famed Petticoat Lane.

You won't find gold, or platinum or diamonds or any of the usual hedges against lost purchasing power.

But you will find a king's ransom in luxurious oriental rugs.

About 150,000 of them as a rule — better than 3,000 tons of the finest craftsmanship to be found in the world today — of every shape, size and color are laid out in 127 huge rooms of the Cutler St. Warehouse of the Port of London Authority.

It's the acknowledged rug capital of the world with an annual turnover of better than a quarter of a million choice items.

To it come the hand-made works of artists in Persia, Pakistan, India, Afghanistan, Russia, China, Turkey, Yugoslavia, Bulgaria and Israel.

Shipped by camel caravan, truck, rail, ship and aeroplane, these rugs arrive by the thousands each day to be inspected, fondled and haggled over by buyers from the world over.

Part of their appeal lies in their craftsmanship alone.

But there's an extra zest to this polyglot market place given by the fact that most oriental rugs actually gain in value as they grow older.

Given reasonable care, they gain a beautiful sheen, actually improving with age and, as such, worth considerably more than their original purchase price.

And each purchase is in itself an adventure. Unlike machine-made carpets, the wares of these oriental craftsmen cannot be sold in lots on specifications of sample. Each one is unique and needs personal examination to fix a price.

Buyers, like the suppliers, represent far-ranging interests.

The average merchant who deals in Cutler St. — from one of the dozens of tiny offices within a stone's throw of the huge warehouse showrooms — is fluent in English, French, German, Italian, Dutch and Spanish.

Many add Persian, Hebrew, Hindi, Arabic and a couple of Russian dialects.

Although there's a large North American market for Cutler St. wares, most sales still go to Holland, West Germany, Switzerland, and South America where the combination of a rich supply of connoisseurs and a stable, long-established middle class demand has provided a busy market for oriental rugs for better than two centuries.

And because of this, a strong traditional flavor flows through the design and execution of most finished items.

Mythology, archaeology, touches of elegant Arabic calligraphy, persian gardens, hunting scenes are the most common together with designs such as the striking octagonal red, black and white patterns of the rare Bokhara rugs from Russia.

Tradition is also a fact at the other end of the scale too.

The marketplace weavers tend to repeat basic designs they learnt as apprentices.

In some cases, too, master weavers hand on designs from generation to generation, sitting at the centre of a group of craftsmen chanting the pattern in a sing-song fashion.

But there are offbeat items as well:

- **Saddlebags**, for instance, are prized by Dutch buyers for use in chair upholstery.
- **Prayer rugs** sell briskly among unbelievers seeking hearth rugs.
- **Tassled strips** originally used to decorate Turkish tribal tents and saddles find a ready sale as scatter rugs.
- **And from time to time** you'll find huge, elaborate presentation rugs of the kind made to pacify or pay homage to a potentate in some obscure area of Asia or the Middle East.

Traditional or offbeat, however, all the items sold are hand made — not because the machinery is unavailable, but because, even now, hand knotting by skilled craftsmen in Teheran, Isfahan and Ellore is still cheaper than any machine.

An average workman can tie as many as 15,000 knots at his loom in a day. Even the largest rug can be completed in a year or two at the mo:t.

"You can buy one of these rugs for as little as £30 (about $83) or as much as £600 ($1,-650)," Charles H. Harbert, Senior Traffic Officer at Cutler St., told me.

"These carpets are very beautiful and what's more they improve with age. A good Persian doesn't reach its prime until it's been walked on for 20 years — it gets a sort of rich shiny gloss through friction and the colors get more mellow."

So you just walk and walk your rug to riches.

Is There A Market For Your Products In Ghana, Nigeria?

The Trade Department is already organizing Canadian Trade Fairs for these new African states. Independence has opened up a surprising range of trade opportunities f r Canadians. Check this list of Canadian products that might find a market in Ghana and Nigeria.

OTTAWA (Staff) — There are more business opportunities for Canadian entrepreneurs in the new independent African states of Ghana and Nigeria than a casual glance might indicate.

A recent study of the markets in both has finally convinced the Trade Department wholly Canadian trade fairs should be held there as soon as such ambitious projects can be organized and financed.

Tentative dates are for the beginning of 1962 — January for Ghana and February for Nigeria.

The department has begun the process of organizing the fairs and hopes to interest a wide segment of Canadian industry in showing their wares in these two leading African countries.

Market information like the following is what convinced the department the government should organize, with support from industry, an all-Canadian show to take advantage of trade opportunities opened up by independence.

In 1958 Ghana imported $228.4 million worth of goods. The main Canadian product sold there that year: flour.

But department surveys now indicate there may well be a market in Ghana for these other Canadian products:

Chemicals, plastics, paints, synthetic resins, patent medicines, agriculture equipment, autos and parts, mining and smelting equipment, power development equipment, paper equipment, consumer appliances, outboard motors, watches, canned foods, whisky, construction machinery, building materials, copper and steel products.

As for Nigeria, in 1959 its imports were valued at $502.4 million, of which Canada provided less than $1 million worth —71% of which was flour and 15% passenger vehicles.

Other possible Canadian products the department surveys indicate might be sold there:

Canned foods, construction machinery, paper and related manufactured products, footwear, copper and steel products, inorganic chemicals, paints and enamels, plastic raw materials, whisky, consumer goods, lamps and lanterns, autos and parts, navigation equipment, fish nets, building materials, medical supplies.

Any Canadian businessman who thinks either of these countries offer a promising new market might do well to consult the Trade Department at once on making his own trip.

Some 16 trade delegations from other countries have already made the round and three trade fairs have already been held — including some from Red China and other communist countries.

U. of T. Plans Lecture Series

A series of public lectures in commerce and finance, to mark the completion of 50 years of its course in commerce and finance, will begin at the University of Toronto Nov. 3.

Lectures will be given at 4 p.m. Thursdays, in the Economics Building, 273 Bloor St. W.

Here are topics and speakers:

Nov. 3—New dimensions in distribution, by R. F. Chisholm, executive vice-president, **Dominion Stores Ltd.**

Nov. 10—T. L. Avison, general manager, investment division, **Canadian Bank of Commerce.**

Nov. 17—Changing role of trust companies as investors in Canada, by Walter A. Bean, vice-president, **Waterloo Trust & Savings Co.**

Nov. 24—Modern trends in accounting by H. C. Dell, **Clarkson Gordon & Co.**

Dec. 1—The need for the commerce mind, by President W. O. Twaits of **Imperial Oil Ltd.**

Dry Weather Aids Alberta Road Plan

From Our Own Correspondent

EDMONTON—Highways Minister Gordon Taylor says Alberta's $70 million highway program has already surpassed last year's which was hampered by wet weather.

This year to date, crews have completed 300 mi. of grading, or 78% of the projected program. Last year at the same time 67% of the work was finished.

The current season has seen contractors lose 2,221 shifts due to rain and inclement weather. Last year 2,352 shifts had been lost.

CPA Jets Flying By Mid-December

Canadian Pacific Airlines' long-awaited jets (DC-8s, powered by **Rolls-Royce** engines) are scheduled for delivery late November or early December. First service — Vancouver to Honolulu — is expected to start mid-December.

Services to follow:

- Transcontinental, April 1.
- Vancouver and Edmonton to Amsterdam, May 1.
- Toronto-Rome, June 1.
- Vancouver to the Orient, July 1.

The airline has no plans to use jets on its Australia service (including New Zealand and Fiji). But Bristol Britannias, released from other services will probably replace present DC-6B equipment on southern Pacific routes.

Britannias will continue to serve Mexico and South America from Vancouver and Toronto.

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SYLVANIA Dec. 9 - 10 — from New York & Halifax to Greenock & Liverpool

QUEEN MARY Dec. 10 — from New York to Cherbourg & Southampton

SAXONIA "Christmas in Ireland" Dec. 13 - 14 — from New York & Halifax to Cobh, Le Havre & Southampton

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Over two weeks up to one month	49.8
Over one month	14.4

Many take more than one vacation — each at different seasons:

Spring	15.2%
Summer	60.8
Autumn	14.1
Winter	15.2

**73% of Post readers take their vacations away from home. National average: 39.8%.*

Source: Gruneau Research.

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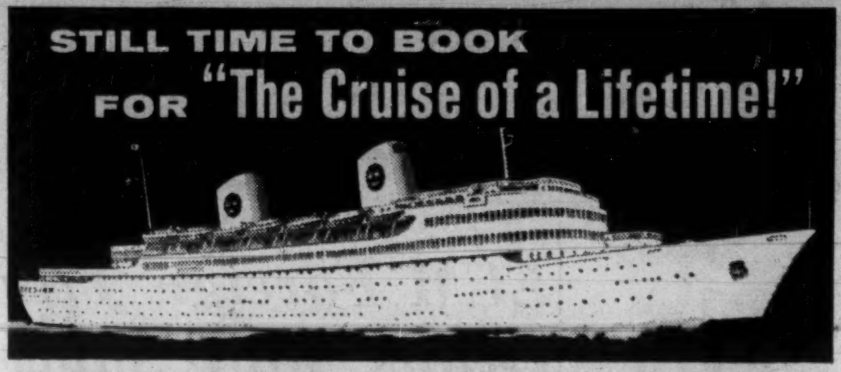

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ANNOUNCEMENT

PARK & TILFORD APPOINTMENT

DONALD P. CLANCEY

Mr. Clifford Foley, President of Canadian Park & Tilford Ltd., is pleased to announce the appointment of Mr. Donald P. Clancey as General Sales Manager for Canada. With extensive experience in the distilling industry, Mr. Clancey joined the new Canadian company as Sales Manager, Western Canada, with the commencement of Canadian Park & Tilford's marketing operations in August, 1959.

European Roundup

ECM Foreign Trade Grows More Slowly

By ERNEST WAENGLER

A TRADE ANALYSIS just released by European Common Market headquarters in Brussels shows the correctness of a favorite theory of European free-traders:

The formation of a larger trading area increases trade not only within that area but also with the outside.

In the first half of 1960, imports and exports between all ECM countries increased more than a third over the first half of 1959.

Imports by ECM countries from outside the community increased 23.8%, ECM exports to the outside world 21.7%.

However, a slowing up of this trend is becoming evident.

In comparing inter-ECM trade in the first half of this year with the second half of last year, the increase is only 12%.

Italy had the largest increase in trade with its ECM partners: 49.1% more exports and 56.4% more imports (comparing the first halves of 1959 and 1960), followed by France with 45.7% more exports and 49.7% more imports.

West Germany's increases were 27.4% in exports and 37.3% in imports, while the increases of ECM trade of Belgium, Holland and Luxembourg were between 22% and 25%.

The original contention by the founders of the European Common Market that the traditional flow of international trade would not be significantly altered seems to be disproved by these trends:

Trade within ECM is increasing about 60% more rapidly than trade with the outside.

THE SIX countries of ECM have now reached the following stage of trade liberalization:

	Toward OEEC	Toward Dollar Area
West Germany ..	92.5%	88.9%
Benelux	97%	94%
France	92.2%	92.1%
Italy	98.4%	93.1%

Percentages refer to goods removed from quantitative restrictions on the basis of 1953 trade.

* * *

OIL PRODUCING countries are viewing with concern the increase in the export of petroleum and its products from the Communist block to Western Europe.

In the first five months of this year, the six Common Market countries imported 3,300,000 tons of crude and petrochemical products from the Communists. This is almost as much as the imports in all of 1958.

The Energy Commission in the European Parliament recently raised the question of putting the brakes on these imports from behind the Iron Curtain which are beginning to cause a glut on the market and have contributed to the distressed conditions in the European coal industry.

* * *

UNFAVORABLE articles in the European press about the Canadian economy (**FP**, Oct. 8) are continuing to influence investment decisions.

"Today Canada has the worst economic troubles of any Atlantic nation," reports the Handelsblatt in West Germany.

"It would seem an obvious solution for Canada to join a larger market.

"Until recently, the Commonwealth appeared to offer such an opportunity. However, Ottawa's concept perpetuated the division of labor between the raw material countries and Great Britain without creating a truly integrated market like ECM. There are growing Canadian voices demanding economic integration with the U. S. . . .

"The stimulating powers of Ottawa's system are now exhausted. Each Commonwealth member is looking for larger markets in its own area . . . Canada's dilemma is not only the result of its economic smallness but also of an obsolete method of co-operation."

Another article, on the financial page of Die Welt, is entitled "Will Canada Take Measures Against Foreign Capital?"

It quotes the Financial Times as predicting a change in the traditional Canadian policy of unconditional acceptance of foreign investment capital and says that the government is studying measures to limit a further expansion of foreign economic influence.

* * *

WEST GERMAN traders are having second thoughts about the government's plans to limit imports from "cheap countries" by mixed tariffs (a combination of duties on weights and value).

It is the intention to impose quantitative tariffs on goods below a certain price level, since pure ad valorem duties favor cheap imports.

In working out the future common external tariff, ECM authorities are said to have accepted this principle in order to protect European industries from low-price Asiatic imports.

However, German importers of oriental goods now point out that some Italian and French clothing and textile items are actually cheaper than similar products offered by Japan and Hong Kong and that tariff discrimination against cheap sources could set a dangerous precedent in Canada and the U. S. where most European countries are regarded as relatively "cheap producers".

* * *

THE ECM Commission in Brussels is currently working on a unified European company law that would create a type of "European Corporation".

There appears to be a need for such a universally recognized form in view of the emergence of several companies with subsidiaries which, up to now, have widely divergent laws about the structure of companies.

Among individual European governments there is some resistance against such "supra-national" companies which could use this type of charter to evade national regulations.

For Canadian and U. S. firms with European subsidiaries it may become an important question whether or not their branch plants can be incorporated under a "European Charter".

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Next day he telephoned Mr. Courtot and said, "You know that white mink evening wrap I looked at yesterday? Well, I'd like that too. But please don't tell my wife. I'll be along to pick it up on Friday."

When he arrived on Friday evening, he said to Mr. Courtot, "There's something about a truly exquisite fur that makes a woman enchanting. An ordinary fur won't do it. She glows from inside. You can see it in her eyes and skin.

"You should have seen my wife's eyes. I've seldom seen her so happy. She snuggled and purred all the way home. She's a wonderful woman, and I was so happy for her that I want to surprise her with an evening wrap, too."

He glowed. You could see it in his eyes.

Unlikely though this incident may seem, it is nevertheless true. It is the kind of story that could happen only in the romantic surroundings of beautiful things. If you have never visited Jean Courtot's salon, why not do so now? You may not find romance there; but you will find the elegance which encourages new, or even renewed, romance — magnificent furs superbly styled, and unexpectedly low-priced for such quality.

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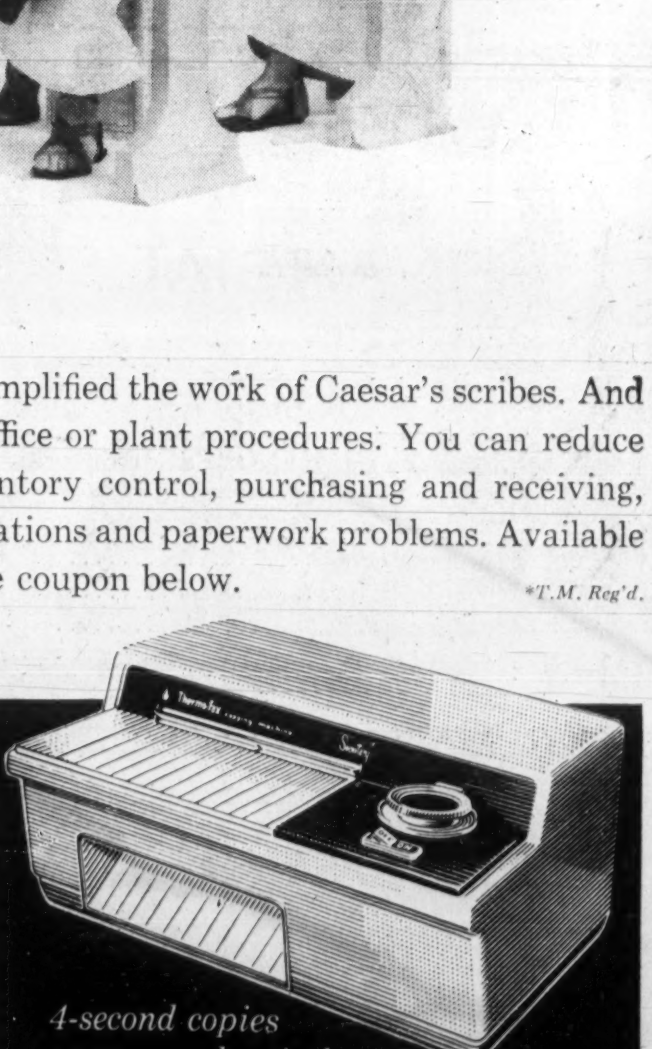

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ANNOUNCEMENT

S. F. BOWSER APPOINTMENT

ROBERT E. L. JOHNSON

The Board of Directors of S. F. Bowser Co. Ltd. are pleased to announce the appointment of Mr. Robert E. L. Johnson as President and General Manager. Mr. Johnson, a graduate of McGill University, was formerly vice-president of Dunham-Bush (Canada) Ltd.

S. F. Bowser Co. Ltd. manufacture liquid control systems including service station gasoline dispensing units, positive displacement meters, lubrication and filtration systems, process filters and filter dehydrators.

Piccolo Player Runs For U. S. Presidency

From Our Own Correspondent

WASHINGTON — It isn't only Kennedy and Nixon who have White House stars in their eyes.

Also running for the Presidency of the U. S. are some random characters.

• **Take "Professor" Irwin Corey** of Chicago who says he is the "only presidential candidate who can play the piccolo." And he's probably right.

Corey's campaign theme, he says, is "I will run for any party, and bring my own bottle."

• **Then, too, there is the ex-pig farmer and bartender** from New Jersey, Henry Krajewski, presidential candidate, who runs on a platform of "free beer and less income tax."

Krajewski has demanded that radio and television stations give him equal time to answer Soviet Premier Khrushchov's recent appearance in New York.

He's proud of the fact that Pravda has called him "a peasant swine herder" and, like some of the more serious candidates, Krajewski figures he can win votes by talking tough about Khrushchov.

• **The American Vegetarian Party's candidate** for the presidency in this election is Symon Gould who is campaigning on a platform against "killing" anything and claims his party members are the only true pacifists.

The Vegetarians' platform says it embodies "the humanitarian teachings and moral strictures of Buddha, Christ, Pythagoras, Plato, Socrates, Aristotle, Shelley, Tolstoy, Thoreau, Gandhi, Shaw and others."

• **Other parties include:**

States Rights Party, the Prohibition Party; The American Third Party; the Greenbacks; the Socialists; the Socialist Workers; the Socialist Labor; the Constitution Party; the Conservative Party; the Independent Party; the Industrial Government Party; the Mississippi Black and Tans; the For America Party; the Militant Workers; the Virginia Social Democrats; the New Party; and the Christian Nationalists.

The States Rights Party demands "white protestant supremacy". The Prohibitionists are battling old John Barleycorn. The Third Party has a motto of "Stop helping foreign freeloaders."

The Greenbacks say the U. S. should be friendly with everybody but have agreements with none.

Eric Hass, the presidential choice of the Socialist Labor Party works hard, sometimes making five or six speeches a day and has been travelling throughout the country seeking votes.

This is his third time out as the presidential candidate for the Socialist Labor Party. Last time, in 1956, he got 44,099 votes.

The Socialist Labor Party has little hoopla, few buttons and operates its campaign on a deadly serious basis.

Canada Council Assists 78

Canada Council has awarded non-resident fellowships to 78 students from 51 countries, to attend Canadian universities during the coming year.

Awards are for advanced study in arts, humanities or social sciences.

Some 5,500 foreign students were in Canada during the 1958-59 academic year, representing about 6% of total university enrollment, according to DBS.

We've Got World We Want: How Do We Trade With It?

(CONTINUED FROM P. 3)

from this kind of approach, which tends only too quickly to become protectionist in nature. The propping-up of industries which for years may have been having difficulties in competing, does nothing to improve our national competitive ability and, if done on a large enough scale indeed, it would have exactly the opposite effect.

Beyond this, there is the inevitable risk that a protectionist approach would invite retaliation against our trade; and more important still is the fact that it would reduce our authority to support, cajole or bargain for sensible approaches to world economic problems.

Though we certainly have room for some leeway in pursuing what seem to be legitimate national interests, **our best course economically is to pursue policies which facilitate expansion of those industries which are soundly based and efficient.**

Politically, also, I would suggest that in the rough, tough, rapidly changing world in which we now live, the wisest course is not to add to the world's display of narrow nationalism but to persist with the much more vital tasks of trying to achieve the widest possible degree of international co-operation in defence, in research, in economic development and in trade.

If we are not successful in these things over the next 10 years, our national identity may not matter very much.

Business Needs New Means, New Policies and Methods

To prosper in the decade ahead, business needs new methods, new means, new policies, John J. Deutsch, vice-principal, Queen's university, told the National Industrial Conference Board.

Here, in summary, are the three main problems which Deutsch believes are much in need of some fresh thinking, some new solutions:

• **We must achieve an adequate rate of technological innovation.** We are in the early stages of a scientific revolution which will have a far bigger impact than the industrial revolution of 200 years ago.

For Canada, this kind of world poses problems. We ourselves must achieve degrees of improvement in our technology. Here is one very important place where Canadians must do fresh thinking.

The easy way out is to import technical know-how from outside countries, mainly the U. S. **But the result would be an increasingly dependent economy.** It is not the kind of dependence that is satisfactory.

We must find ways and means of keeping abreast of these technological developments. It may be that governments will have to play a bigger part, devote more government resources directly and indirectly, perhaps by tax incentives, to help private industry do research itself.

But we will have to carve out special fields for research and development because we are too small to proliferate in all directions.

• In the changing trade world we have seen multilateralism achieved, **but we must watch the growing trend toward regionalization of trade.** There is fear that an increasing share of world markets will be dominated by the U. S., the USSR, the Six and perhaps by other blocs. This is entirely different from true multilateral trade.

What should we do? Join a bloc is one answer. Another is don't cast in our fortune with any group but become more self-sufficient and seek stimulus for future growth by increasing our own degree of industrialization.

I don't think joining of any bloc is a feasible or practicable answer. And drawing within ourselves and putting less emphasis on foreign trade will not allow us to grow at the rate and on the scale that we want.

We must find some accommodation with the various groups to enable us to enjoy dynamic growth in those industries in which we are most efficient and growth perhaps in those secondary industries where we can enter export markets.

We are going to have to make some accommodation because the U. K. is going to make arrangements itself with the Six in Europe.

The British Preferential system is going to have to be modified. The danger is this: As the U. K. associates itself with others, we will find higher tariffs facing us everywhere.

Thus, the major task of Canadian commercial policy will be to negotiate with the U. K., with the Commonwealth, with the Six, with the U. S. over the next four or five years. (The U. K. association with the Six will not likely be substantial for the next four or five years.)

• **We must be concerned with the provision of the necessary amount of social capital,** otherwise the possibilities for future growth will be affected. Congestion, pollution, the lack of facilities in education and so on is becoming intensified.

We must apply inventive skills to this area. **Our local government institutions are increasingly obsolete;** the institutional structure has lagged behind the problems that have developed.

No one pays a price for today's population concentration. We may need a system whereby costs are directly related to those who benefit from such concentration — and not placed on the general taxpayer. Should, for example, there be a charge for sewage services?

There must be more thought given to the distribution of all tax revenues. It may be that we need a re-allocation of revenues in accordance with burdens.

We are, in brief, more and more going to be living in a world of industrial giants whether giants in world trade or in terms of industrial enterprise and our job is to make our way in this world.

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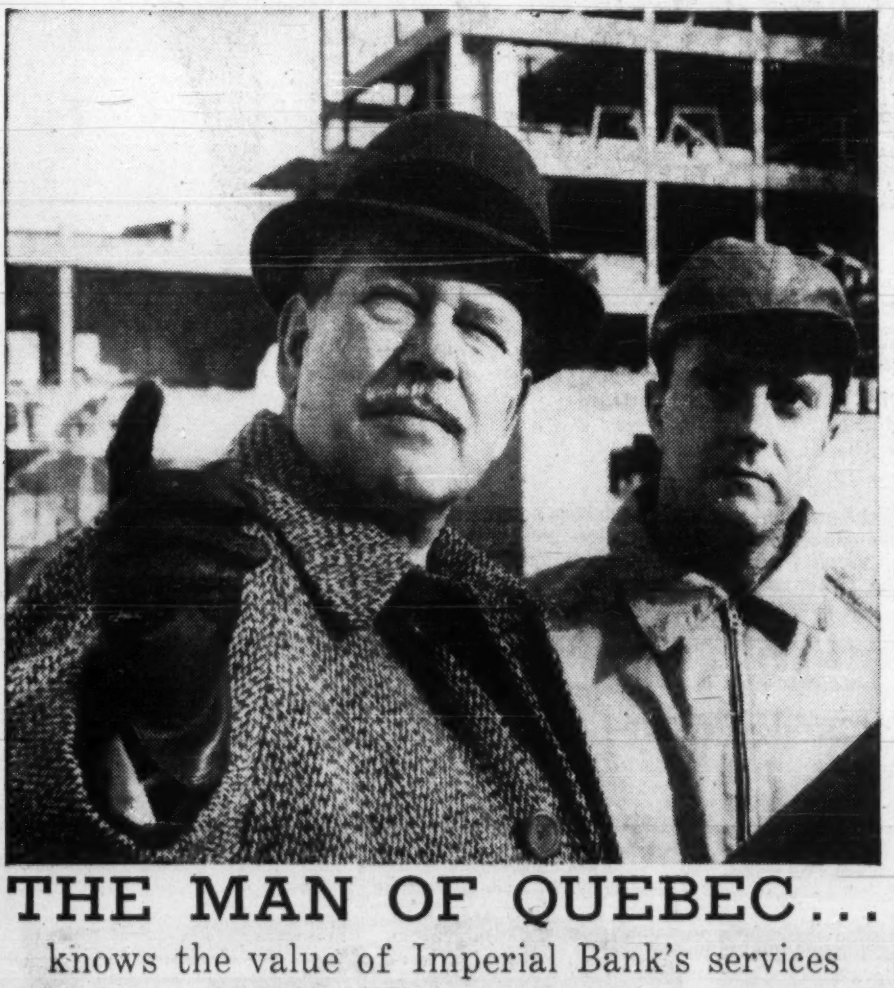

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Now, on the farm, Charlotte still enjoys all the comforts she was accustomed to in the city. For the Hollands are typical *modern* farm folk . . . the old house they have made into a new home is evidence of this, transformed with modern conveniences, contemporary furnishings and *decor*. John runs his farm on an equally modern basis . . . working as hard as his father but taking advantage of *today's* equipment and techniques in building a thriving dairy business.

To keep up with new developments in his profession, John Holland relies on one source in particular . . . the well-researched reports of The Country Guide — Canada's most authoritative farm magazine. Charlotte's special interest is the Home and Family section . . . home information related specifically to modern farm family living.

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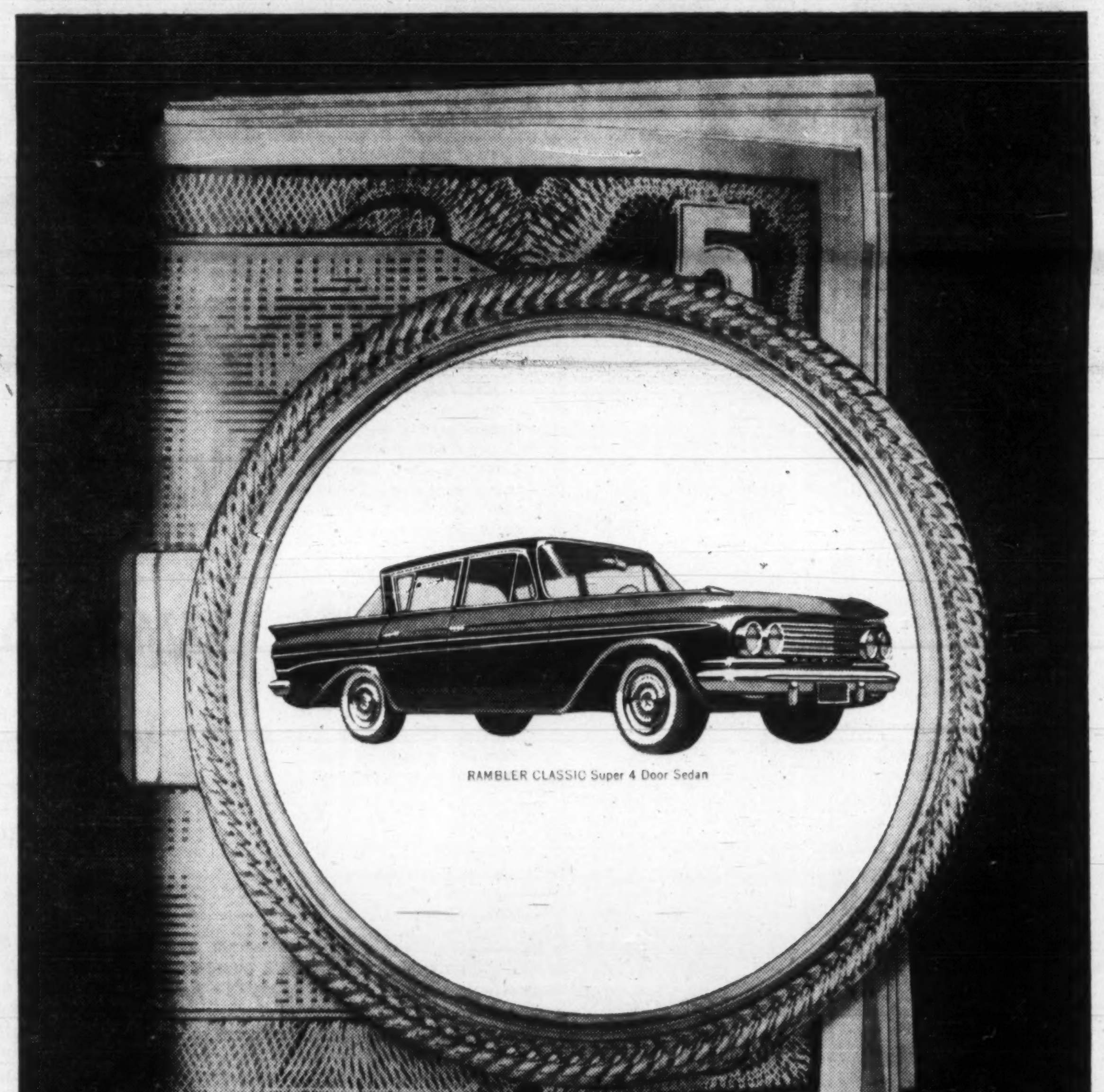

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Company Reports

Instruments

FISCHER & PORTER (CANADA) LTD., Toronto, net profit of $27,-846 for year ended April 30, 1960, improved sharply from previous year's $6,568.

While volume of incoming orders was not as high as had been anticipated, the final quarter showed a sudden upsurge, and the fiscal period closed with a total of $1,-184,000, 15% over the previous year, President D. A. McCammon reports.

Not included in net profit was a $15,000 profit from sale of company's 40% interest in **C. P. Clare Canada Ltd.** to **C. P. Clare & Co.**, Chicago, in January, 1960.

Sales operations were broadened in April with opening of a sales office in Calgary.

Automation and data systems department has continued successfully in field of custom designed data handling and sequence control systems for industry. Outlook for next fiscal year looks more promising, with two substantial contracts being recived since fiscal year end, McCammon adds.

Greater activity is indicated for the water and waste department, serving the field of municipal water and sewage treatment. Sales in past fiscal year showed a significant increase.

Company made an exclusive sales arrangement last December with **Kimble Glass Co.**, subsidiary of **Owens-Illinois**, for Canada-wide resale of industrial glass pipe. Company feels this will be of benefit to it because of increasing use of glass pipe in industry.

CONDENSED INCOME ACCOUNT

Years Ended Apr. 30:	1960	1959
Sales	$1,076,481	$1,018,184
Net earnings	68,034	34,416
Less: Deprec.	17,983	21,140
Interest	3,805	4,708
Taxes	18,400	2,000
Net profit	27,846	6,568
Less: Class A divds.	3,050	5,062
Class B divds.	4,645	7,571
Surplus for year	20,151	*6,065

*Deficit.

Earnings per Share and Dividend Record:

	1960	1959
Cl. A & B: Earned‡	$0.11	$0.03
Paid*	0.03	0.05

‡Based on shares outstanding at year-end.

*Shareholders may elect to receive dividends in cash or treasury shares.

Shares o/s at Apr. 30:

	1960	1959
Class A, $1 par	101,882	101,670
Class B, $1 par	156,951	151,850

CONDENSED BALANCE SHEET

As at Apr. 30:	1960	1959
Cash	$19,594	$22,338
Accounts rec.	181,819	176,687
Inventories	242,702	164,170
Prepaid exps.	11,119	7,646
Total curr. assets	455,234	370,841
Inv. in assoc. co.	......	10,000
Fixed assets*	176,991	190,869
Total assets	632,225	571,710
Accts., etc., pay.	95,146	75,712
Due parent co.	36,924	21,852
Total curr. liabs.	132,070	97,564
Mtge loan	43,500	57,500
Capital stock	258,833	256,520
Contrib. surplus	40,956	38,411
Earned surplus	156,866	121,715
*After deprec. of	102,266	87,407
Working capital	323,164	273,277

Aviation

NORTHWEST INDUSTRIES LTD., Edmonton, net profit of $135,-856 in year ended April 30, 1960, was down 14.2% from previous year's $158,241.

Delay in concluding contract negotiations with the Department of Defence Production made additional temporary bank financing necessary, and short-term securities were sold to help finance operations of subsidiary, **British Columbia Air Lines Ltd.** Resulting decline in investment income and increase in bank interest expense were main reasons for the decline in profit, President F. G. Winspear reports.

Also, sales and development costs increased due to additional promotion activity in the commercial department and costs incurred in developing a "plastics flogun."

This gun, says Winspear, is a miniaturized fully portable injection and extrusion plastic moulding machine which, it is believed, will have wide application in many types of industry. Company anticipates its marketing during current fiscal year.

Company's major work continues to be aircraft repair, overhaul and modification and provision of instruments and parts for RCAF. Contracts should assure company a reasonable volume of work for the next few years, the president states.

A temporary building, being built for company at Nisku International Airport, near Edmonton, will cost some $915,000. Company will be landlord until federal government's permanent terminal building is erected in about four years. At that time company's building will be converted into a maintenance and storage hangar.

B.C. Air Lines, acquired in 1959 for $436,520, had a net loss of $76,928 in year ended April 30, 1960. It has acquired additional routes and aircraft. Efforts were hampered in past year by unusually poor flying weather and by lumber strikes on the west coast of British Columbia where company's routes are located.

INCOME ACCOUNT

Years Ended Apr. 30:	1960	1959
Sales	$3,901,741	$4,053,129
Net earnings	335,101	326,535
Less: Deprec.	47,093	53,297
Amortization	2,133	2,133
Interest	42,019	5,864
Income tax	108,000	107,000
Net profit	135,856	158,241
Less Dividends	81,086	81,000
Surplus for year	54,770	77,241

Note—Prov. for income tax has been reduced by $7,281 in 1959 due to claiming excess depreciation and increased by $4,759 in 1960 by claiming less depreciation for tax purposes than is recorded in the accounts.

Earnings per Share and Dividend Record:

	1960	1959
Common (new†)	$0.42	($0.49)
Paid	0.25	......
Common (old)	......	1.46
Paid	......	0.75

†Following 3-for-1 stk. split, Oct., 1959.

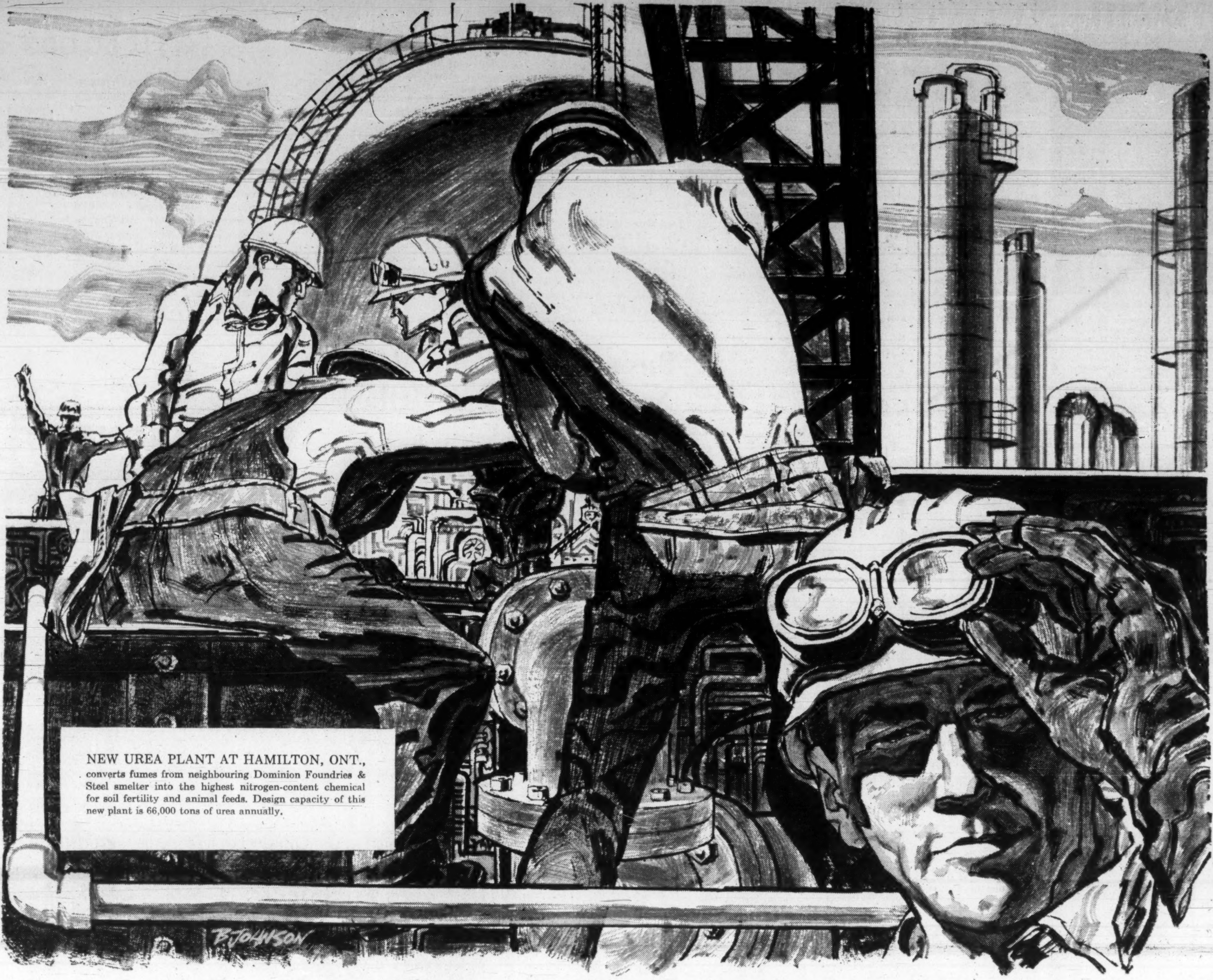
Shares o/s at Apr. 30:

	1960	1959
Common, n.p.v.	§324,345	108,000

§New stock, following 3-for-1 split, Oct., 1959.

CONDENSED BALANCE SHEET

As at Apr. 30:	1960	1959
Mktble. sec. at mkt. val.▲	$381,065	$415,978
Accts. rec.♦	139,160	60,294
Due from Dom. govt.	154,879	845,070
Inventories§	371,712	394,614
Prepd. exps.	50,160	34,301
Total curr. assets	1,096,976	1,750,257
Deferred assets	5,157	9,239
Inv., adv., subs.	866,520	400,000
Fixed assets*	2,130,275	2,277,143
Total assets	4,098,928	4,436,639
Due bank	432,147	534,427
Accts., pay., etc.	241,391	374,560
Income taxes	55,122	57,000
Total curr. liabs.	728,660	965,987
Invest. res.	†8,123	26,196
Capital stock	1,081,380	1,080,000
Earned surplus	981,529	926,759
Revaluation surplus	1,315,432	1,437,697
♦After res. for bad debts of	6,323	3,123
§After adv. from Dom. govt.	291,659	382,695
*After deprec. of	1,296,393	1,128,718
▲Cost	468,390	472,374
†Debit.		
Working capital	368,316	784,270



NEW UREA PLANT AT HAMILTON, ONT., converts fumes from neighbouring Dominion Foundries & Steel smelter into the highest nitrogen-content chemical for soil fertility and animal feeds. Design capacity of this new plant is 66,000 tons of urea annually.

CYANAMID OF CANADA

in the forefront of chemistry's

WAR AGAINST WANT

We asked these men: "What are you building?"
"A chemical plant," said the first.
Another: "A fertilizer factory."
A third: "Search me!"

But one pushed up his safety glasses, and looked at us, and through us, and he said: "They're *all* right". It's chemistry that takes waste fumes from the steel mill across the road and turns it into fertilizer — and nobody knows what they'll come up with next. That's the way it goes with Cyanamid. More than 50 years ago, they started with an *idea* — the idea that you must feed the earth, if you expect the earth to feed you. So it all began with a nitrogen fertilizer plant. Today, this product alone—cyanamid—has hundreds of uses: In the form of plastics, it replaces scarce raw materials and improves others to make them last longer and better, and it makes entirely new products. And once you start on chemistry, there's no end to the ramifications.

Cyanamid chemicals enable us to process mineral ores that would have been considered commercially useless only a short time ago. Insecticides protect our crops so we can feed our growing population. The textiles, mining, steel, pulp and paper and many other industries are better able to supply our voracious appetites for their products — because chemistry wars against want.

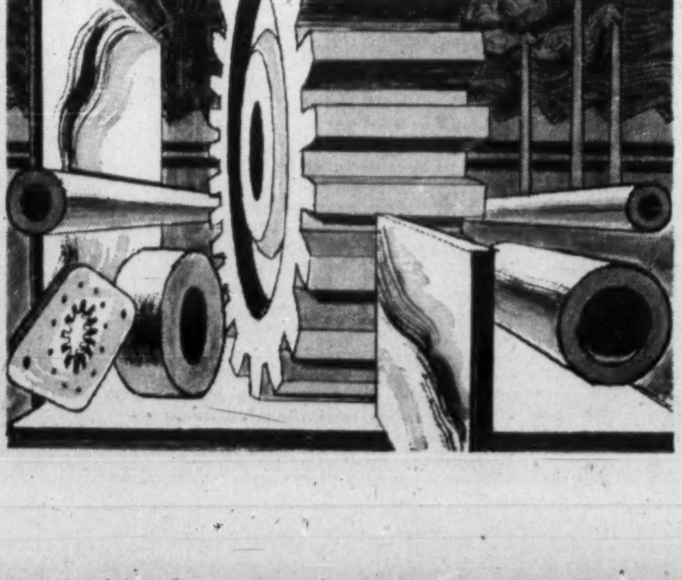
That is the *idea* to which Cyanamid of Canada is dedicated.

CYANAMID OF CANADA LIMITED CYANAMID
MONTREAL 1, QUE.

CANADIAN STEEL-MAKING benefits from Cyanamid of Canada's technical help in problems of smelting high-phosphate iron with high-sulphur coal. Cyanamid scientists work with Regional Laboratories of the National Research Council on such problems.

CYANAMID'S FORMICA* is the world's best-known plastic laminate with almost unlimited industrial applications. Sheets, tubes, rods, gears, insulators and molded parts of Formica combine high strength with light weight. Formica is made in St. Johns, Que.

*registered trademark



BREAKTHROUGH ON TEXTILES. Wrinkle-resistant sheets and wash-and-wear cottons are produced by Canadian textile mills, thanks to Cyanamid's development of melamine resins. Another Cyanamid discovery, Calcofluor, gives cottons new dazzling whiteness.

'Bonus System' For Industry?

Revaluation of the Canadian dollar, reduced taxation and more liberal depreciation allowances are steps that the government could take to help the manufacturing industry, retiring president Francois E. Cleyn told this week's meeting of the Canadian Woollen & Knit Goods Manufacturers Association in Ottawa.

He charged that legitimate appeals of manufacturers had been met with indifference by the government.

By ERIC RICHTER

OTTAWA (Staff) — "Occasionally we are tossed a bone to pick, but never have we been given enough on which to dine profitably."

That's how Francois E. Cleyn, retiring president of the Canadian Woollen & Knit Goods Manufacturers Association, this week described government treatment of "legitimate" appeals by manufacturers.

"Time and time again, the legitimate appeals of manufacturing to government have been met with indifference or, at best, very small encouragement," Cleyn told 150 delegates attending the association's 38th annual conference.

Cleyn was referring to manufacturing generally, not only to the hard-pressed textile segment of Canadian industry.

He allowed, however, there were some indications a change of heart may be in the offing.

"I would assume that (government) proposals (to stimulate economic development and increase employment) include a number which will have encouraging and direct effect upon manufacturing industries," he said.

Cleyn, who is managing director of **Leach Textiles Ltd.**, Huntingdon, Que., proposed some government measures to aid manufacturers:

- **Revalue the Canadian dollar** to a more realistic level opposite the U. S. dollar. This could be achieved with a minimum of import control.
- **Taxation should be reviewed** at all levels with a definite view toward reduction. Higher allowances for depreciation would be beneficial.
- **Allow Canadian manufacturers to depreciate**, at will, machinery and equipment made in Canada. This would help the makers and users of machinery.

It would take no time at all to set up a system of bonuses for manufacturers, he said.

If that sounds like export subsidies, it should be remembered that many of the world's trading nations already operate such systems and this is the world in which Canadian manufacturers must compete, Cleyn noted.

Canadian manufacturing being an enterprise of relatively small establishments, why not government conducted research into domestic and world markets, and into productivity? Findings could quickly be made available to industry and put to good use.

Cleyn said to achieve lasting correction of what appears to be becoming "a chronic problem" it was necessary to go deeply into some other aspects of Canada's trading problems with other countries, "even to the point of a drastic change of attitude" of many people.

Thinking of customs officers should be re-oriented to put Canadian interests first. Officers should be encouraged to check imports into this country in the same vigorous, nationalistic manner as do their U. S. counterparts. The latter, when in doubt as to classification, seek to apply the highest possible duty.

"And if after a reasonable trial, it was found that the Customs Act did not meet all the requirements of a country determined to look after its own people and interests first, then the act should be revised to suit that purpose," he said.

Cleyn also noted a section of the Customs Act giving the Minister of National Revenue power to fix value for duty purposes on any goods of non-Commonwealth origin which "prejudicially or injuriously affect the interests of Canadian manufacturers", had never been used.

He stressed Canada has scrupulously observed both the letter and the spirit of the trading principles set forth in GATT — one of the few, if not the only one to do so.

"This scrupulous observance has cost us dearly in the development of some of our domestic manufacturing. We have given a greater degree of access to our markets than we have received in return from our trading partners," Cleyn said.

He urged Canada lay it on the line to our trading partners that they — inasmuch as our economy is now in difficulty — make the concessions this time.

Cleyn also suggested an examination, as soon as possible, of Canada's whole trading position opposite the European common markets and its effects on our exports to the U. K.

There is no question that Canada will be confronted with a number of major policy decisions over the next few years, he said.

These would include, in the area of domestic relationships, a reappraisal of the general effect on the economy of the trend away from resources development toward consolidation and expansion of industrial production, he said.

Company Reports

Steel

DOMINION STEEL & COAL CORP., Montreal, consolidated net profit (excluding **Dominion Coal Co.** and its subsidiaries) for year ended July 31, 1960, was $3,475,816, up 11% on previous year's $3,128,466.

Chairman Sir Roy Dobson and President A. L. Fairley Jr. report that $7,613,000 was spent on additions and improvements at Montreal, Etobicoke, Halifax, Sydney, Glace Bay and Trenton, N.S., and at the Wabana, Nfld., iron mines.

The Sydney steel plant operated at an average ingot capacity rate of 86.5%, up from 67% previous year.

Canadian customers expanded steel buying early in the fiscal year during the lengthy U. S. steel strike. The industry-wide production cutback later was softened for Dosco by sale of substantial steel tonnages to U. K. Despite low profit margins, these orders kept facilities in operations that would otherwise have been idle.

Operations of the Trenton car plant were at a very low level. No substantial change for the better is likely for the next fiscal period. However, it is hoped that it should not be too long before the railways are again in the market for additional cars in quantity, corporation states.

The **Halifax Shipyards** experienced one of the best repair periods in corporation's history last winter. Construction of a new destroyer escort and a large ferry started in August, 1960. Orders for two smaller vessels have been secured.

Canadian Bridge experienced severe competition, as contract prices continued abnormally low. The situation is improving somewhat, but is still not good.

Iron ore operations at Wabana improved perceptibly toward the latter part of the fiscal year, a result of much larger orders received from U. K. and European customers.

Corporation intends to carry through original plans to build a flat roll mill in the Montreal area. Market, engineering and financial studies continued in past fiscal year and the project is proceeding satisfactorily.

"Generally speaking the corporation should hold its own during the next fiscal period, but no major improvements should be expected until general business conditions in Canada improve," the chairman and president state.

Shareholders will be asked to approve change in fiscal year end to Dec. 31 from July 31 to coincide with new fiscal year of **A. V. Roe Canada Ltd.** The next report will cover the five-month period ending Dec. 31, 1960.

CONS. INCOME ACCOUNT•

Years Ended July 31:	1960 $	1959 $
Net earnings	14,634,771	11,861,128
Less: Deprec.	6,661,952	6,657,640
All interest	597,003	575,022
Income taxes‡	3,900,000	1,500,000
Net profit	3,475,816	3,128,466
Less: Divds.	1,184,035	2,953,142
Surplus for year	2,291,781	175,324

•Excluding Dominion Coal Co. and subsidiaries.

‡Of which $220,000 in 1960 and $500,000 in 1959, applicable to future years.

	1960	1959
Times All Interest Earned:		
Before deprec.	24.51	20.63
After deprec.	13.35	9.05
Earnings per Share and Dividend Record:		
Ordinary	$1.17	$1.06
Paid	0.40	1.00
Shares o/s at July 31:		
Ordinary, n.p.v.	2,960,086	2,958,656

CONDENSED BALANCE SHEET▲

As at July 31:	1960	1959
Cash	$10,382,701	$3,434,557
Investments■	410,000	410,000
Accts. rec. less res.	21,717,885	20,227,827
Due from assoc. & subs. cos.	591,152	2,558,730
Inventories	37,279,682	36,138,204
Prepaid exp.	1,476,136	1,714,444
Total curr. assets	71,857,556	64,483,762
Mtge. rec.	8,065,500	8,071,500
Invest. sub. co.	1,027,956	1,027,956
Misc. assets	1,331,386	1,298,330
Unamort. deb. disc.	109,621	120,264
Fixed assets*	78,099,045	77,708,525
Total assets	160,491,064	152,710,337
Accts., wages, taxes	17,306,648	11,109,824
Bond & s.f. instals.	1,813,500	969,500
Divds. pay.	296,009	......
Total curr. liab.	19,416,157	12,079,324
Prov. furn. relin.	3,015,917	2,622,231
Funded debt	10,732,500	12,674,000
Conting. res.	16,447,060	16,892,945
Def. inc. tax	12,369,000	12,149,000
Capital stock	43,380,993	43,385,181
Capital surplus	8,199,883	8,199,883
Earned surplus	46,929,554	44,637,773
*After dep. of	89,079,176	85,788,845
■Market value	432,500	465,000

▲Excluding Dom. Coal Co. and subsidiaries.

Working capital	52,441,399	52,404,438

Defence Contracts

Department of Defence Production awarded 94 contracts, each valued at $10,000 or more, for a total of $10.3 million during the last half of September.

Almost half of this total consisted of a $5 million contract with **Canadair Ltd.**, Montreal, for airframe spares. **Canadian General Electric Co.**, Toronto, received two contracts, for fire control computers—for bombing computers ($609,000) and for missile launching computers ($137,000).

Other large contracts went to:

Northern Electric Co., Belleville, Ont., and Ottawa, for radar equipment ($473,026) and electronic test equipment ($330,718); **Daoust Lalonde Inc.**, Montreal, for footwear ($458,238); **Terry Machinery Co. (Alta.) Ltd.**, Edmonton, for repair and overhaul of ground rectifiers, auxiliary generating and associated equipment ($390,800).

Chrysler Corp. of Canada, Windsor, for panel trucks (two contracts totaling $308,088); and **G. A. Boulet Ltd.**, St. Tite, Que., for footwear ($253,445).

Defence Construction (1951) Ltd., placed 12 contracts for $10,000 each or more, with total value of $1.6 million in the same period. Largest went to **Ellis Don Ltd.**, Bedford, N.S., for construction of accommodation building and services at Shelburne ($731,600).

Defence Production Contracts
Sept. 16-30, 1960

Contractor / Commodity	Value
Abercorn Aero Ltd., Montreal, life raft assemblies	$ 11,135
Acton Rubber Ltd., Acton Vale, Que., footwear	54,679
Aeroquip (Canada) Ltd., Toronto, aircraft hardware	10,069
Alpha Aracon Radio Co., Downsview, Ont., telephone equipment	18,815
Aqua Lung of Canada, Hamilton, Ont., breathing apparatus spares	18,818
Ascot Clothes Ltd., Toronto, clothing	10,586
Aviation Electric Ltd., Montreal, airframe spares, electrical equipment	99,452
Ben's Ltd., Halifax, bread	15,750
G. A. Boulet Ltd., St. Tite, Que., footwear	253,445
British American Oil Co., Toronto, gasoline	66,460
Brookside Farm Dairy Ltd., Kingston, Ont., dairy products	26,270
A. J. Campbell & Co., Montreal, aircraft hardware	26,726
Gordon Campbell Ltd., Vancouver, clothing	10,069
Canada Packers Ltd., Halifax, meat, dairy products	60,681
Canada Packers Ltd., Montreal meat	25,416
Canada Packers Ltd., Ottawa, meat	11,142
Canada Packers Ltd., Quebec, meat, dairy products	21,938
Canada Packers Ltd., St. Boniface, Man., meat	28,842
Canada Packers Ltd., Toronto meat	14,158
Canadair Ltd., Montreal, airframe spares	5,000,000
Canadian Aviation Electronics Ltd., Montreal, modification of operational flight and tactics trainers	53,005
Canadian Aviation Electronics Ltd., Winnipeg, installation of telecommunications facilities	12,952
Canadian General Electric Co., Toronto, components for bombing computers and for missile launching computers	746,000
Canadian Marconi Co., Toronto, electronic tubes	28,154
Canadian Westinghouse Co., Ottawa, electronic tubes	162,998
Capital Consumers Co-Operative, Ottawa, dairy products	14,012
Chrysler Corp. of Canada, Windsor, Ont., dump trucks, panel trucks	319,640
Cochrane Fuel & Trucking Co., Courtenay, B.C., asphalt	12,876
Computing Devices of Canada Ltd., Ottawa, electronic equipment	44,162
Customold Plastics Ltd., Pointe Claire, Que., locker trunks	105,633
Daoust Lalonde Inc., Montreal, footwear	458,238
DeVilbiss (Canada) Ltd., Montreal, paint spraying equipment and accessories	20,169
Dominion Auto Accessories Ltd., Toronto, standard commercial turn signal operating units	13,434
Duro Metalwares Ltd., Hamilton, Ont., garbage cans	18,120
Fairholme Dairy, Clinton, Ont., dairy products	10,417
Farmers Ltd., Halifax, dairy products	18,510
Ford Motor Co. of Canada, Toronto, wrecker truck	10,752
General Dairies Ltd., Saint John, N.B., dairy products	13,680
Goodyear Tire & Rubber Co. of Canada, Toronto, rubber hose assemblies	13,924
Halifax Shipyards, Halifax, docking of ship	60,000
J. & E. Hall (Canada) Ltd., Ottawa, ships' air conditioning equipment	77,530
Hamilton Cotton Co., Hamilton, Ont., cloth	31,970
Harrisons & Crosfield (Canada) Ltd., Edmonton, de-icing fluid	80,906
Island Ready Mix Ltd., Courtenay, B.C., ready mix concrete	18,639
Kent Construction, Brandon, Man., asphalt	19,587
William J. Kerr Ltd., Chatham, N.B., rental of snow removal trucks	10,000
Laiterie Laval Enr., Quebec, Que., dairy products	19,936
Lakeview Pure Milk Dairy Ltd., Barrie, Ont., dairy products	35,560
La Laiterie Granger Frères Ltée., St. Johns, Que., dairy products	11,645
Legrade Inc., Montreal, dairy products	17,623
Lever Brothers Ltd., Toronto, detergent	25,781
Levy Auto Parts Co., Toronto, spare parts for trucks	11,952
Maple Leaf Dairy Ltd., Halifax, dairy products	18,510
McGavin Bakeries Ltd., Victoria, B.C., bread	15,011
Miller & Gabbe Ltd., Montreal, clothing	17,761
Model Dairies, Calgary, dairy products	12,478
Modern Dairies Ltd., St. Boniface, Man., dairy products	15,018
Modern Packers Ltd., Montreal, meat	12,065
Muirhead Instruments Ltd., Stratford, Ont., electronic spares	46,958
National Telecommunication Supply Ltd., Ottawa, installation of radio transmitters	12,685
Nationwide Food Service Ltd., Toronto, catering services	37,124
Northern Electric Co., Belleville, Ont., radar, electronic equipment	521,885
Northern Electric Co., Ottawa, electronic test equipment	330,718
Orenda Engines Ltd., Toronto, research contract	24,875
Pacific Meat Co., Vancouver, meat	11,550
Palm Dairies Ltd., Victoria, B.C., dairy products	38,868
Penmans Ltd., Montreal, clothing	10,679
Pioneer Parachute Co. of Canada, Smiths Falls, Ont., parachute cases	13,952
Producers Dairy, Pembroke, Ont., dairy products	16,723
Radionics Ltd., Montreal, electronic equipment	25,150
J. H. Ryder Machinery Co. (Eastern), Montreal, lathe and attachments	24,465
Sainthill-Levine (Quebec) Ltd., Montreal, Que., clothing	14,567
Sampson-Matthews Ltd., Don Mills, Ont., aircraft markings	10,447
Silverwood Dairies Ltd., Edmonton, dairy products	10,884
Silverwood Dairies Ltd., Winnipeg, dairy products	17,220
Sydney Engineering & Dry Dock Co., Sydney, N.S., docking and alterations to ship	28,000
Sylvania Electric (Canada) Ltd., Montreal, electrical equipment	11,242
Swift Canadian Co., Halifax, meat	22,999
Terry Machinery Co. (Alta.), Edmonton, repair and overhaul of ground rectifiers, auxiliary generating sets and associated equipment	390,800
Tip Top Tailors Ltd., Toronto, clothing	50,643
Tri-Heat Service (Kingston) Ltd., Kingston, Ont., repair and maintenance of heating equipment	16,000
Van de Water-Boyd (Eastern) Ltd., Montreal, canned goods	14,791
Wilsil Ltd., Montreal, meat	18,831
Woodlawn Dairy Ltd., Dartmouth, N.S., dairy products	20,688

Defence Construction (1951) Ltd. Contracts
Sept. 16-30, 1960

Contractor / Work	Value
Bepco Canada Ltd., Ottawa, supply of indoor 7.5 KV oil circuit breakers — Longue Pointe, Que.	$ 20,350
Clairson Construction Co., Toronto, rehabilitation of water supply — Meaford, Ont.	77,311
Ellis Don Ltd., Bedford, N.S., construction of composite building and services — Shelburne, N.S.	731,600
Emery Engineering & Contracting Co., Barrie, Ont., construction of chapel including outside services — Camp Borden, Ont.	152,735
Evans Contracting Co., Agincourt, Ont., fencing and grounds development — Summerside, P.E.I.	134,780
Federal Plumbing & Heating, Ottawa, conversion of coal-fired furnaces to oil-fired furnaces — Petawawa, Ont.	15,896
Malach Roofing & Flooring Ltd., Windsor, Ont., re-roofing of hangar — Rockcliffe, Ont., re-roofing of various buildings — Trenton, Ont.	64,179
Richelieu Paving Ltd., Montreal, repairs to runways — St. Hubert, Que.	55,389
Shaw Construction Co., Midnapore, Alta., crushing and stockpiling of granular base — Stoney Mountain, Alta.	47,760
Arthur A. Sills & Son Ltd., Belleville, Ont., re-roofing of various buildings — Trenton, Ont.	10,660
Sorensen Construction Co., Vancouver, construction of armament buildings — Comox, B.C.	273,864

On-the-Job Training Aids Milltown N.B. Board Plant

Special Correspondence

MILLTOWN, N.B. — Government and industry are working together here on a program of on-the-job training to develop skills for specialized positions in a new industry.

Partners in the venture:

New Brunswick department of education and the **Flakeboard Co.**, a subsidiary of **Bahre Iron Works** of Hanover, Germany. (**FP**, Jan. 2.)

About 30 persons are being selected through the Unemployment Insurance Commission office at nearby St. Stephen. They will be trained in the new plant which will swing into full production in mid-October after a one-month testing period.

Instructors will be two Milltown men, trained in the parent company's Hanover plant, and now filling supervisory posts in the Milltown operation.

Superintendent Grenther Bucking says planned annual production is 10 million bd. ft., using 50% soft wood slabs purchased in U. S. and 50% New Brunswick hardwood.

Output for the next three months already has been sold, **FP** understands, most of it to furniture plants in New England.

The chipboard plant is the second new industry to come into the Milltown area, depressed since **Textile Sales Ltd.** abandoned its 500,000 sq. ft. plant on the St. Croix River, a few yards from the Maine border, in August, 1957.

The other is **Coloroll Canada Ltd.**

It manufactures a box carrier used by exclusive shops in every major Canadian city. **J. C. Wilson Ltd.** is sole national distributor.

Capacity is 20,000 boxes a week and plant has an order backlog of 100,000. Firm expects to crash the big, lucrative New York market before year-end and to expand its production to 50,000 boxes weekly.

Within three years a third industry might be formed — a furniture plant to operate in the old textile mill, using chipboard from the local source.

Plans already have been discussed by the German interests with the Milltown Development committee, headed by J. A. Henry Bodewein of Saint John.

Next stop will be to contact **Milltown Enterprise Ltd.**, set up as a holding company to reactivate the old plant. It is headed by William Lowenthal, president of **Richardson & Co.**, U. K. investment bankers, who financed purchase of the property, originally owned by **Canadian Cottons Ltd.**

Canadian Cottons sold it late in 1952 to Textile Sales.

LAND ASSEMBLY

A federal-provincial land assembly project for development of around 86 serviced residential lots will be undertaken in Weyburn, Sask. Project will occupy about 21 acres of city-owned land located in the northeast section of the city. A similar project in 1957 led to construction of 50 low-rental housing units. Installation of services will be the responsibility of the city. Sales of lots will be through Central Mortgage & Housing Corp.

OPPORTUNITIES

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$11.76 per column inch (one column wide x one inch deep) or 84 cents per agate line (14 agate lines = one column inch). Copy must be in Toronto Office Monday a.m. **Display advertising in this section is payable in advance.**

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Machine shop, building and equipment. Well located Montreal district. Best manufacturing facilities. Good potential. $125,000.00. Call HU. 1-6922 or write
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Operating two warehouses, cement block and corrugated metal construction, located in Montreal on government owned property covered by long term lease. Approximately 20,000 sq. ft. of floor space. Railway siding and dock on property. Principals only. For further details apply to:
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E. C. LEETHAM & COMPANY
Shell Tower Building — Montreal, Quebec

NATIONAL ORGANIZATION wishes to represent Canadian firms, in the following fields, Sales, Service, Engineering, Manufacturing, will consider export and import to the U.S.A. Please write the following giving details, and interview will be set up along with visit to your operation in Canada.
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3615 Beechway Blvd., Toledo 14, Ohio

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Associate Store Division
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Montreal 9, P.Q.

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W. D. McCARTER, P.E., P.O. Box 335, St. John's, Nfld.

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Total area of 256,775 square feet. Located on the Island of Montreal. Direct access to the Metropolitan Boulevard Expressway presently under construction and flanked by C.N.R. line. Layout and development features may be discussed, and plans secured, by appointment with our planning consultants, Georges Potvin and Associates, 199 Bay Street, Toronto 1, Ontario. EMpire 4-7411.

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Toronto: 130 Bloor Street West. Phone: WA. 5-5177
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Edmonton: Offices in Shopping Centre. Phone: HO. 9-1054
Calgary: Offices in Shopping Centre. Phone: AV. 9-6700

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MAIN FLOOR—approx. 4000 Sq. Ft. BASEMENT—approx. 4000 Sq. Ft.

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ANNOUNCING

Important appointments in Canadian Industry, Finance, Business and Government

A. V. Roe Canada Ltd. (Toronto) — Fred P. Mitchell, vice-president and general manager; also engineering department director.

Air Reduction Canada Ltd. (Montreal)—Max Kadonoff, representative, eastern Canada.

American Nepheline Ltd. (Toronto) — Walter H. Woods, president.

Armalite Co. (Toronto) — M. S. Green, chairman of the board; R. H. Wright, president.

Benjamin Moore & Co. (Toronto)—R. P. Bodson, general sales manager, Montreal.

Bowaters Mersey Paper Co. (Liverpool, N.S.) — Hugh K. Joyce, assistant general manager.

Breithaupt, Milsom (Western) Ltd. (Toronto) — Leslie J. Farewell, director.

Canada Council (Ottawa) — Henri Charbonneau, supervisor, scholarship and fellowship program.

Canadian Association for Adult Education (Toronto) — Arthur V. Pigott, director.

Canadian Industries Ltd. (Montreal) — Dr. R. F. Knott, research manager, explosives division.

Canadian International Investment Trust Ltd. (Montreal) — H. Greville Smith, director.

Canadian Park & Tilford Ltd. (Vancouver) — Donald P. Clancey, general sales manager.

Crane Ltd. (Montreal) — J. A. Sullivan, manager, Quebec; C. C. Rollins, manager, Ontario.

Department of Agriculture (Ottawa) — W. Ralph deGruchy, chief of administration and secretary-treasurer of Farm Credit Corp.

Department of Mines and Technical Surveys (Ottawa)—Rear Admiral K. St. Barbe Collins, consultant, surveys and mapping branch.

Dominion Electrohome Industries Ltd. (Kitchener) — John R. Boehmer, public relations manager.

Dunlop Canada Ltd. (Toronto) — K. Byard, vice-president and general manager, industrial products; J. Simon, general manager, automotive division, also director.

Foresteel Products Ltd. (Montreal) — W. M. Miller, sales manager.

Glidden Co. (Toronto) — R. G. Heron, Guelph manager; J. R. Beesley, Edmonton manager.

Gorman, Eckert & Co. (London) — Alfred W. Ireland, vice-president and director, marketing.

H. J. Heinz Co. of Canada (Leamington) — R. J. Cook, district supervisor, Sudbury; B. M. Caron, district supervisor, Quebec City.

Industrial Life Insurance Co. (Quebec) — Edward J. Doran, group pension manager.

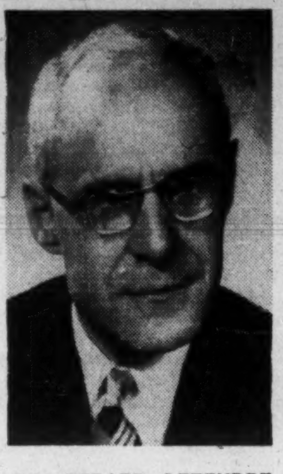
James B. Carter Ltd. (Winnipeg) — E. J. Bloomer, vice-president and general manager, L. & S. Electric Manufacturing; Angus McLeod, vice-president and general manager, Heatex Ltd.; Charles McKee, manager, automotive sales; Fred H. Rogers, eastern Canada sales engineer, electric heating division.

James Richardson & Sons (Winnipeg) — E. J. Williams, assistant general manager.

John Inglis Co. (Toronto) — J. G. Warnock, head, English Electric division of turbines and generators; P. C. Hensman, manager, Inglis hydraulic department.

Kenyon & Eckhardt Ltd. (Toronto) — Mrs. K. B. Lehman, media supervisor.

Otis Elevator Co. (New York) — Emmett W. Hines, William J. W. Reid, senior vice-presidents and directors.



DR. GERARD LETENDRE, Quebec City, is new president of the Quebec provincial Chamber of Commerce. Other newly elected officers: First Vice-President Claude P. Beaubien, Montreal; Second Vice - President André Desilets, Beloeil; Honorary Secretary Rosaire Gendron, Rivière-du-Loup; Honorary Treasurer Maurice Labelle, Rosemère.

Powerlite Devices Ltd. (Toronto) — Kenneth M. MacKenzie, central district sales manager.

Renold Chains Canada and R. & M. Bearings Canada Ltd. (Montreal) — George A. MacDonald, manager, Winnipeg sales branch.

Robert Mitchell Co. (Montreal) — R. B. Simpson, vice-president; P. E. Lefebvre, secretary.

Royal Securities Corp. (Toronto) — Donald C. McLeod, sales manager, Montreal.

S. F. Bowser Co. (Hamilton) — Robert E. L. Johnson, president and general manager.

Sherbrooke Diocese Charity Campaign (Sherbrooke) — W. F. Clifford, co-chairman.

Smith Kline & French (Montreal) — Peter S. Howsam, manager, Franklin Laboratories.

Social Science Research Council and Humanities Research Council (Ottawa) — Dr. Roby Kidd, secretary-treasurer.

Soo Foundry & Machine Co. (Sault Ste. Marie) — Frank Furlong, branch manager, Hamilton.

Sperry Gyroscope Co. of Canada (Montreal) — Dr. J. F. Perrier, engineering department head, systems.

Steetly Group (Dundas) — Warren R. R. Savage, comptroller.

Studebaker-Packard of Canada Ltd. (Hamilton) — Paul H. Durish, advertising and sales promotion manager.

Swift Canadian Ltd. (Toronto) — R. V. Mozer, director.

Tilden Corp. (Montreal) — Karl Van Wert, president; Walter B. Tilden, president of Tilden Rent-A-Car Co.; Ted Tilden, president, Tilden Rent-A-Car Ltd.

Victoria University (Toronto) — G. H. Sheppard, A. C. Ashforth, Mrs. D. W. Haag, John D. Arnup, Hon. Fred M. Cass, board of regents.

Vilas Furniture Co. (Montreal) — Graham L. Smith, manager, special products division.

Wheeler Airlines (1960) Ltd. (St. Jovite, Que.) — George T. Lovatt, manager.

Young & Rubicam Ltd. (Toronto)—Philip N. MacKenzie, vice-president, art services; W. Hugh Clark, vice-president, English radio-television; G. Lalande, vice-president, French radio-television.

IDB Loans Down In September But Up Over '59

MONTREAL (Staff) — Loans and investments of **Industrial Development Bank** Sept. 30, end of the fiscal year, were $103,071,936 or 1.4% lower than $104,529,247 at Aug. 31, but 6.4% higher than $96,871,551 a year ago.

Disbursements in September were $1,841,995 ($2,122,145 in September, 1959) while repayments were $3,422,919 ($2,684,997).

In the 12 months ended Sept. 30, disbursements were $29,407,384 ($29,337,606 in corresponding 1958-59) while repayments were $23,517,743 ($21,214,484).

Here is the comparative statement of assets and liabilities:

	1960 Sept. 30 $	1960 Aug. 31 $
Assets:		
Cash on hand and in banks	1,452,893	49,618
Govt. of Can. securities	499,644	....
Loans and Invests.	103,071,936	104,529,247
Property held for sale	288,183	288,470
Guar. & u/w agree.	53,756	55,506
Other	1,514,368	1,544,783
Total assets	106,880,780	106,467,624
Liabilities:		
Capital paid-up	25,000,000	25,000,000
Reserve Fund	12,808,968	12,808,968
Reserve for losses	1,600,000	1,600,000
Bonds & debs. o/s	63,600,000	63,500,000
Liab. under guar. & u/w agree.	53,756	55,506
Other	3,818,056	3,503,150
Total liabilities	106,880,780	106,467,624

Honor Students Win APEO Awards

Winners of the Association of Professional Engineers of Ontario $250 scholarship awards this year are:

University of Toronto: Yiu Chung Li, Toronto; G. M. Bragg, Islington; J. G. Heller, Toronto.

Queen's University: Edward Langstaff, Rainy River; Stanley E. Frost, Port Hope; D. Russell Morton, Kingston.

Awards are presented annually to student who, taking honors in engineering, obtains the highest standing in his work in the academic year.

This year's entrance scholarship of $500, awarded alternately each year to U. of T. and Queen's, was presented to Grant MacLay Davidson, Deep River, Ont., who is taking engineering physics at University of Toronto.

Carpets Only Bright Spot In Sagging Textile Sales

MONTREAL (Staff) — Sagging sales continue to dog many of Canada's textile makers:

- **Quarterly wool cloth shipments** are running lower than in any comparable period since World War II. In the first half of this year, domestic mills shipped 8,109,000 linear yards to the civilian market, 4.7% fewer than 8,505,000 shipped in corresponding 1959.
- **Cotton textile makers** are also singing the blues. In the first nine months of this year they opened 247,175 bales of raw cotton, 7.6% fewer than 267,619 bales in corresponding 1959. Bale openings are considered a fairly reliable indicator of activity in the cotton textile industry.

In the carpet field, the outlook appears a little brighter for domestic producers.

In the first half of this year imports at 9,360,000 sq. ft. were 6.2% lower than in the first six months of last year. While figures for domestic production are not available, it is believed Canadian mills are stepping up output to meet increased demands.

Also faring better are worsted yarn makers. In the first half of this year, Canadian production was 7.4 million lb., up 7.9% from 6.9 million lb. last year. Imports, however, are also higher (1.55 million lb. in the first half of this year against 1.26 million lb. in corresponding 1959) with the result that the apparent Canadian market for these yarns is increasing this year.

Apparent Canadian market for wool cloth, on the other hand, is declining. In the first half, supply at 15.4 million yd., was 8.9% lower than in the first six months of last year.

As imports declined more sharply than domestic shipments, Canadian producers held 52.5% of the domestic civilian wool cloth market in the first half of this year compared with 50.2% in the first half of 1959.

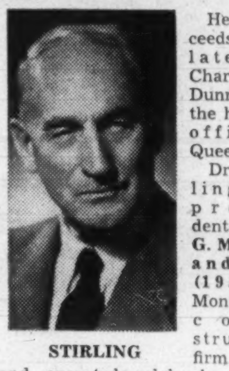
U. K. continues to be the leading supplier of imported wool cloth to the Canadian market, although shipments in the first six months of this year at 5,948,000 yd. were off from 7,116,000 yd. in the first half of last year. Imports from countries other than the U. K., on the other hand, at 1,500,000 yd. were slightly higher than 1,380,000 in the first six months of 1959.

The woolen and knit goods section of the textile industry expects to make capital expenditures totalling $3.4 million this year. Half of the outlay is in the carpet field.

Employment, in the woolen and knit goods industry in the first half of this year was 11,846 up from 11,258 in corresponding 1959.

Queen's Names New Chancellor

Engineer and builder, Dr. John Bertram Stirling was installed this week as eighth chancellor of Queen's University, Kingston, Ont.



STIRLING

He succeeds the late Hon. Charles A. Dunning to the highest office at Queen's.

Dr. Stirling is president of E. G. M. Cape and Co. (1956) of Montreal, a construction firm owned and operated solely by Canadians.

He is a past president of the Engineering Institute of Canada, the Montreal Board of Trade, and other associations.

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EMPLOYMENT WANTED

Ambitious professional engineer engaged in successful summer business venture seeks off-season remunerative connection.

Extensive background in marketing and sales; capable administrator and speaker. First-hand knowledge of business conditions in all parts of Canada.

Of interest to reputable organizations requiring top-flight man for sales representation, product introduction or other specific project. Available soon.

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AIR CONDITIONING ENGINEER

Toronto graduate, extensive air conditioning and refrigeration, heating and ventilating, design and specification experience — multi-storey buildings. Would like to join progressive consulting group.

Box 316, The Financial Post, Toronto

Food Production and Management

Aggressive young man with chemical training and a graduate of the American Institute of Baking. Experience as manager seeks position with plenty of scope in baking industry or other food processing.

Box 318, The Financial Post, Toronto

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We require a man with active experience in Paint Sales to the Retail and Decorator field to take charge small sales staff in medium size company. Experience in merchandising policies etc. helpful. Very good growth potential. Apply in confidence with full details. Our employees know of this advertisement.

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CANADIAN SALES EXECUTIVE FINANCIAL

Forty. Extensive experience in administration and promotion in banking and allied fields. Desires change and relocation to Europe or the United States. International outlook. Important personal contacts in Canada and overseas. Languages. Please reply to:

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University education—wide experience in management, both in Canada and abroad, with heavy emphasis on all phases of marketing, including research, forecasting, product planning; sales management and advertising — also experience in production control, methods and time study, industrial and cost accounting. Presently employed but seeking a position with challenge and growth.

BOX 309, THE FINANCIAL POST, TORONTO

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Biochemist, age 32, fully bilingual, presently employed as Hospital Sales Representative with world-wide American Company. 4 years service, present earnings $8,500 per year. First class reference and Sales record. Offers well established contacts with key personnel in Hospitals across the Province of Quebec. Available 2 months notice.

BOX 305, THE FINANCIAL POST, TORONTO

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Astute businessmen plan for success, they read The Financial Post because it helps them make right decisions Yearly by mail in Canada $8; elsewhere $9 yearly.

Office Manager

Experienced in all phases of accounting practices, internal controls, methods and procedures, preparation and analysis of financial statements, and general office administration. Desires challenging position in Metro area.

Box 307, The Financial Post, Toronto

Here's Another NEW MANUFACTURING PLANT for WINDSOR

Pictured above is the new manufacturing plant and offices of Crescent Tool and Die Limited, which were completed in June of this year. This firm began operations in Windsor in 1955 with 2400 square feet of rented space. From this modest beginning the company expanded until it was necessary to erect this new building of 7000 square feet.

Crescent Tool and Die Limited manufactures all types of tools, dies, jigs, fixtures and special machinery.

Windsor is proud of the steady growth of its many small industries such as Crescent Tool and Die Limited. The Greater Windsor Industrial Commission welcomes inquiries about industrial sites, factory space and manufacturing statistics.

For a complete and confidential report on Windsor, Canada's 5th city in manufacturing production, write Murray A. Elder, Industrial Commissioner. Your request will be handled promptly and efficiently.

GREATER WINDSOR INDUSTRIAL COMMISSION

369 Pelissier St., Windsor, Ontario

ONTARIO

Department of Highways ONTARIO

AUCTION SALE OF LAND

PROPERTY SALE NO. F-0154

A parcel of land containing approximately four acres located on the south east corner of Fort William Road and Main Street at the city limits of Fort William and Port Arthur being part of the southeast subdivision of Section 52, Reg. Plan 816, City of Port Arthur, District of Thunder Bay.

Sale to take place on the site at:

2:00 P.M. LOCAL TIME THURSDAY, OCTOBER 27, 1960

(In the event of inclement weather, provision will be made to conduct the sale under shelter.)

TERMS: $2,000.00 deposit at time of sale by certified cheque made payable to The Treasurer of Ontario, balance payable in thirty days.

For further information contact:

The Auctioneer, Mr. Morris Fennel, 212 Victoria Street, Fort William, Ontario, Telephone: MA. 2-5237

OR

Department of Highways Property Section, 1823 Arthur Street, Fort William, Ontario. Telephone: MA. 3-9861

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DEPARTMENT OF HIGHWAYS TORONTO

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LOCATION — METRO TORONTO

Northwest corner of 4 lane Dundas Highway & Dixie Rd. 12 miles from downtown Toronto, 6 miles from Malton Airport. 650 foot frontage on Dundas Highway, 1580 on Dixie Rd.

Reply to Owner: 3100 Dixie Rd. North Route #2, Cooksville, Ont.

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HELP WANTED

J. K. THOMAS LTD.

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— BUSINESS SYSTEMS —

*to $6,000 plus**

Our client, a leading national organization employed in the design and sale of all types of paperwork business systems requires two men to train in their Toronto office. The company provides sound training and extensive backing in technical design. Contacts are on management level. This is an excellent opportunity to enter the professional sales field with a challenging combination of service and product. Promotional opportunities are above average. Candidates must have strong sales aptitudes plus a high level of analytical ability. Education should be to degree level or equivalent with experience in areas such as tangible or intangible sales, accounting, systems and procedures, production control and order-service. Senior and supervisory sales experience will receive special consideration. Age 24 to 30. Starting salary to $6,000 plus expenses. Please refer to File FPJ-2138.

* Higher range for related sales or supervisory experience.

Mail résumés in confidence. *Fees paid by our employer-clients.*

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industrial psychology executive placement — *1251 Yonge St. Toronto 7, Ont.*

WORKS MANAGER

Required

By a strong and progressive company engaged in the fabrication of structural steel for a widely diversified product market.

Responsibilities will include the supervision of fabricating and machine shop operations and plant maintenance.

The desired qualifications comprise broad supervisory experience in metal fabrication and machine shop operations. Age, preferably 40-45.

An excellent opportunity requiring keen initiative and sound aggressive management ability.

Please reply to Montreal Office

Enquiries invited in confidence

JOHN HOLT STETHEM AND COMPANY LTD.
Executive Personnel Consultants

Montreal
1454 Mountain Street
AV. 8-5274

Toronto
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RESEARCH AND DEVELOPMENT OPPORTUNITIES

THE PROCTER AND GAMBLE COMPANY, one of Canada's largest processors of fats, oils and detergents, has a few openings for recent engineering or honours chemistry graduates.

Because of continued expansion this Company needs progressive young men with technical and administrative abilities who are interested in the development of new products and processes. The Company offers interesting work, attractive salaries, outstanding employee pension and benefit plans, and excellent opportunities for advancement.

If you are an honours science graduate, are under 30 years of age, and interested in joining a progressive company, write to:

The Manager of Industrial Relations,
P.O. Box 589, Hamilton, Ontario

THE PROCTER & GAMBLE CO. OF CANADA, LIMITED

MECHANICAL ENGINEER

Wanted, with 3 to 5 years experience in the pulp and paper industry, for a groundwood pulp mill in Northeastern Quebec. Applicants should be between 30 and 35 and bilingual. Usual company benefits. Write fully in confidence

Box 308, The Financial Post, Toronto

COMPUTER PROGRAMMER

required by
Department of Agriculture
OTTAWA
$6,840 - $7,860

Duties will include analysing problems and preparing programs of a high mathematical content for several types of electronic computers and the testing, reviewing and revising of more complex programs.

Candidates must be university graduates with honours in mathematics and possess a number of years of related experience.

Details and application forms available at main Post Offices, National Employment Offices and Civil Service Commission Offices.

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Hotel Accountant

for Jamaica, B.W.I.

Semi-retired bachelor to supervise all phases of hotel accounting. All living expenses plus a salary of $50.00 per week. Transportation furnished suitable man. Apply in first instance by letter to John A. Black, C. A., 76 Churchill Road, Baie d'Urfe, P.Q.

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required by
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OTTAWA
$9,940 - $11,200

To plan and administer a continuous field examination program of financial accounting records of air carriers under the jurisdiction of the Board.

Candidates must be members of a recognized professional accountants' association and possess many years of responsible professional experience.

Details and application forms available at main Post Offices, National Employment Offices and Civil Service Commission Offices.

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OFFICE MANAGEMENT AREA OPENINGS

- **BRANCH MANAGER**—University graduate desirable—Regional Sales and Service—Business Machines, Business Systems and/or Data Processing Equipment. **Income to $16,500.**
- **SALES REPRESENTATIVES**—Senior Matric to University graduate—Business Machines, Business Systems and/or Tab and Data Processing Equipment. **Income $6,000-$10,000.**
- **BUSINESS SYSTEMS, OPERATIONS RESEARCH—DATA PROCESSING:** University graduates—Commerce, Arts, Physics, Maths., Science, Engineering and/or Accounting degrees—
  (a) **Director of Business Systems, Operations Research**—Data Processing Area
  (b) **Management Consultant**—Machine Accounting, Tab and Data Processing, Systems and Procedures
  (c) **Financial Procedures and Systems Analysts**—leading to Supervisory Accounting openings
  (d) **Digital Computer Area**—International Tab and Data Processing Equipment — Mathematicians — Computer Communications Co-ordinator Business Systems — Systems and Procedure Analysts — Programmers — Service to Industrial Data Processing installations
  (e) **Manufacturing Operations**—Multi-plant — Systems, Methods, Procedures, Tab and Data Processing installations

NOTE: Salaries are open and depend on experience of candidates.

- **MANAGER BUDGETS AND COST ANALYSIS**—Large International Equipment Manufacturer — Multi-plant Operation — B.Comm., Business Admin., Industrial Engineering, and/or C.A., C.P.A., or R.I.A. — Background Metals Manufacturing Industries. Knowledge—Cost Accounting, Budgets, Standard Costs and Flexible Budgets, Systems, Methods, Data Processing. **Salary to $12,000.**
- **BUDGETS AND FINANCIAL ANALYST**—Large International Equipment Manufacturer World wide operation — Corporate level appointment — General Corporate Analysis of Budgets and Control Operations—B.Comm., Bus. Admin. and/or C.A., C.P.A. **Salary $9,000 to $10,000.**
- **COST ACCOUNTANT**—Equipment Manufacturer — C.A., C.P.A. or R.I.A., Knowledge Standard Costs and Flexible Budgets, Wage Incentives, Production Control, Office Systems, Methods and Data Processing. **Salary $6,500.**
- **INTERNAL AUDITORS**—Metals Multi-plant Operation — B.Comm., Bus. Admin. and /or C.A. or C.P.A. — This is a Training Centre for Assistant Controllers — Must have Business or Industrial experience together with Accounting Degree. Senior, Intermediate and Junior openings. **Salary $7,000 to $9,000.**

If interested write or telephone to:

74 Pleasant Blvd., Toronto 7, Ont. WA. 4-9633

DISPLAY ADVERTISING RATES

$11.76 per col. inch per insertion (84 cents per agate line, 14 lines constitute one inch) Closing date — Copy must be in Toronto Office by Monday a.m Display advertising in this section payable in advance.

Of interest to . . .
"pulp and paper engineers"

DESIGN ENGINEER

A prominent equipment manufacturer requires an engineer with extensive experience in "paper machine design" to head up its Pulp & Paper Engineering Division. Location—Montreal. This is an unusual "management" opportunity; enquiries are invited in professional confidence.

G. HAROLD FISK, P.Eng., Consultant
Dominion Square Building, MONTREAL.

Each enquiry will be personally acknowledged, promptly.

CHARLES EXECUTIVES

& Part-Time Personnel Ltd.

Specialists in supplying
HELP OF THE HIGHEST CALIBRE
to the
Advertising — Marketing
Sales Fields

HU. 7-1576
120 EGLINTON EAST TORONTO 12

DISPLAY ADVERTISING *RATES*

$11.76 per column inch (one column wide x one inch deep) or 84 cents per agate line (14 agate lines = one column inch). Copy must be in Toronto Office Monday a.m. **Display advertising in this section is payable in advance.**

MARKETING RESEARCH

We have an opportunity for a young man with 3-5 years Marketing Research experience in the consumer goods field, to serve as Assistant to the Marketing Research Manager. This position requires a research background tempered by realistic, seasoned, business judgement based on experience and a comprehensive grasp of markets.

The successful candidate must have a thorough knowledge of techniques, practices and theories involved in marketing research to identify research opportunities and provide an evaluation and interpretation of marketing plans and results. Applications in writing, which will be held in confidence, should give full details of personal background, education and experience and be addressed to

Personnel Manager,
GENERAL FOODS, LIMITED,
Box 4019, Terminal "A", Toronto, Ontario

● THE BUSINESS CLIMATE

As a steady reading diet, The Financial Post is a nourishing source of accurate information. It brings you informed comment on today's market and business climate, helps you to work more efficiently, to plan wisely, to profit.

Yearly by mail in Canada $8; elsewhere $9 yearly

MANAGER OF MANUFACTURING AND ENGINEERING

A widely diversified sheet metal fabricator and engineering firm located in Winnipeg needs a man to supervise its engineering and manufacturing operations. He must have the following qualifications:

- 35 to 50 years of age
- graduate mechanical engineer
- minimum of 5 years experience, including supervisory experience
- experience in the design of sheet metal products and light machinery
- practical background in job shop type sheet metal and machine shop operations

Salary open and commensurate with qualifications.

reply to: **JAMES LOVICK & COMPANY LTD.**
604 Power Building, WINNIPEG 1, Man.

ANALYTICAL

CHEMIST

Required to work in Northern Alberta research camp. Three to five years experience in Methods Development and Evaluation. Preferably with Petrochemical experience. Excellent starting salary, living facilities and employee benefits. Reply giving age, details of experience and references to:

H. J. YOUNG, Chief Chemist

Cities Service Athabasca, Inc.
P.O. Box 2421, Edmonton, Alberta

J. K. THOMAS LTD.

DIRECTOR OF MARKETING

about $20,000 plus

Our client—large, well known, one of Canada's leading companies—requires a senior executive to direct the marketing function. He will report to the President and will be responsible for all marketing activities. The position could develop rapidly to include broader administrative responsibility.

The executive required will be a mature, personable and aggressive manager with a heavy background in marketing in the consumer product field, preferably in packaged goods. Experience in other areas of management an asset. Potential to develop to senior management level essential. Age about 35 to 50. Education—University desirable. Starting salary about $20,000 but open for right man.

Refer to File No. FPC 2139.

Mail resumes in confidence. *Fees paid by our employer-clients.*

J.K.Thomas LTD.
CONSULTANTS TO MANAGEMENT
industrial psychology executive placement — *1251 Yonge St. Toronto 7, Ont.*

PROGRAMMER

Required by Oil and Gas Conservation Board in Calgary. Applicants should be male, twenty-one or over and have at least two years stored programming experience, preferably on LGP-30 computers. A degree is not essential but would be an asset. Salary will be based on qualifications and experience. Please reply in writing to the Personnel Manager, 603 - 6th Avenue South West, Calgary, Alberta giving full details of age, education, experience and present salary. All replies will be kept strictly confidential.

ACCOUNTANTS

required by
Department of Finance
OTTAWA
$6,000 - $6,660

Candidates must be university graduates preferably in accounting, commerce or public administration OR be registered members by written examination in a recognized accounting association.

In addition a number of years of accounting or auditing experience or administrative experience in the fiscal field of a large business is required.

Details and application forms available at main Post Offices, National Employment Offices and Civil Service Commission Offices.

OPC

Required: PLANT MANAGER

A graduate Electrical or Mechanical Engineer, age 28-45. Must have M.T.M. Training with at least [illegible] years practical application Salary $8,500-$11,500. Location—Southern Ontario. Reply in confidence and refer to file no. 399. All employment fees paid by our employer client.

ONTARIO PERSONNEL CONSULTANTS LTD.
Executive Placement and Industrial Psychology
Suite 304 — 91 Eglinton Ave. E. — Toronto 12 — HU 1-6301

SURVIVING PARTNER

of consulting firm in the industrial and mechanical engineering fields is interested in merging with another group or in forming a new partnership.

All inquiries confidential.

BOX 313, THE FINANCIAL POST, TORONTO

INDUSTRIAL SALES ENGINEER

Opening

With a company manufacturing numerical machine tool controls. This is a senior responsibility requiring outstanding ability.

The desired qualifications should comprise a knowledge of machine tools and electronics. Certainly, there must be a combined knowledge and experience that will enable the effective marketing of these controls to users of machine tools in industry. Clearly indicated sales ability and strong management potential are also essential.

Starting salary in the $10,000 to $12,000 area.

Please reply to Montreal Office

Enquiries invited in confidence

JOHN HOLT STETHEM AND COMPANY LTD.
Executive Personnel Consultants

Montreal
1454 Mountain Street
AV. 8-5274

Toronto
2 Carlton Street
EM. 4-1918

J. B. Fraser Executive Placement Consultants Ltd.

Canada's leading Executive and Professional Placement Company, serving Business, Industry and Executives from coast to coast for nearly a quarter century, invites your confidential enquiries.

With a skilled staff of twenty and executive offices in both Toronto and Montreal, personnel requirements are negotiated in all categories from $6,000 to $60,000 a year and Presidential levels.

TORONTO—WA. 2-2191
The Confederation Life Building
321 Bloor Street East

MONTREAL—VI. 2-9835
The Drummond Building
1117 St. Catherine Street West

LS

ADVERTISING CAREER OPPORTUNITIES

A major Canadian Company has openings for advertising men who wish interesting and demanding assignments, leading to growth opportunity within the advertising and other marketing fields. Positions exist for both junior and experienced men. Each offers unusual scope for the development and application of promotional ability in marketing consumer and industrial product lines.

Advertising experience is essential. However, inherent ability to interpret product and market information in terms of promotional requirements, and to direct the creation and production of effective promotional materials, is of greater importance than particular product or position experience.

AGE: 25-40 SALARY: $6-10,000

Applications, which will be held in confidence, should give full details, including present salary.

Leetham, Simpson Limited
Management Consultants
EXECUTIVE PLACEMENT DIVISION
2100 Drummond St., Montreal VI 9-6338

Getting Ahead

Astute businessmen plan for success; they read The Financial Post because it helps them make right decisions Yearly by mail in Canada $8; elsewhere $9 yearly

---

RS

RÉSUMÉ SERVICE CO.

Your job application will be more effective with our professionally prepared résumé. Write for details or inquire at Rm 3?4 97 Eglinton Ave East Toronto HU 1-6362

METHODS ENGINEER

A medium sized plant located in Vancouver requires an experienced methods engineer to inaugurate, develop, and direct a Methods Planning Department. The work to be done will encompass study and improvement of methods, systems, and procedures. Several years of intensive and successful industrial experience in methods analysis and work simplification essential. Graduate engineer with specialized training in M.T.M. or similar course preferred. Age up to 45. This is a career opportunity with beginning salary up to $10,000 per year.

Please write in strict confidence, quoting reference number 429, and giving full particulars as to age, experience, education, and other personal data, to:

STEVENSON & KELLOGG, LTD.
810 Royal Bank Building, Vancouver, B.C.

Member Association of Consulting Management Engineers, Inc.

INDUSTRIAL PROMOTION OFFICER

required by

Department of Northern Affairs and National Resources
OTTAWA
$6,840 - $7,860

To plan and stimulate commercial and industrial development in the Northwest Territories and the establishment of markets for northern products.

Candidates must possess a number of years of related experience and the ability to organize and direct programmes of industrial promotion.

Details and application forms available at main Post Offices, National Employment Service Offices and Civil Service Commission Offices.

CHARTERED ACCOUNTANT

Required by a firm of Chartered Accountants situated in Montreal. Applicant should have at least 5 years' experience in the profession after qualification and, in addition to experience in the fields of auditing and taxation, should have some experience in administrative work. This position offers excellent opportunity for advancement. Replies should give full description of qualifications, past experience and present salary. All replies will be treated as strictly confidential.

BOX 306, THE FINANCIAL POST, TORONTO

SALARY RANGE $8,000 TO $10,000 . . .

PLANT MANAGER

Due to recent expansion, a manufacturer of building products requires a fully experienced plant manager. The plant is new and has modern equipment. A thorough knowledge of machinery is required as maintenance of heavy equipment is essential to the process.

Mail complete details of your personal background, work history, education and current salary in confidence to Mr. H. B. Lett, P.Eng.

HICKLING-MACLEAN LIMITED
130 Bloor Street West, Toronto 5

Consultants to management in the search and selection of executives and senior sales staff.

Here Are 20 Chances To Increase Exports

OTTAWA (Staff) — With the emphasis on personal participation by representatives of Canadian manufacturing and industry, the Trade Department tentatively plans to sponsor displays of Canada's products in **22** international trade fairs during the 1961-62 fiscal year.

It sponsored Canadian exhibits in 12 during the 1959-60 year and has 20 on its list for the current year.

Here is the 1961 schedule:

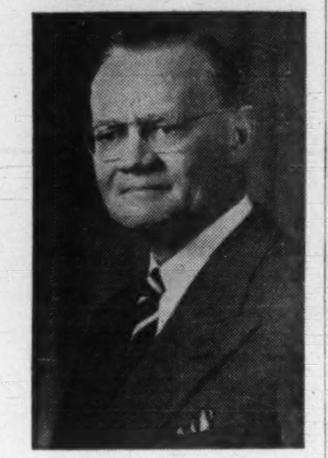
- **International Boat Show,** London, Jan. 4-14: Boats, outboard motors, marine hardware and other aquatic and outdoor equipment.
- **National Sporting Goods Association Convention,** Chicago, Jan. 22-26: Sporting equipment and sportswear. Exhibitors must become members of the association.
- **National Association of Homebuilders Convention,** Chicago, Jan. 29-Feb. 2: Canadian building woods used in home building. This is an "institutional" type of display featuring the industry as a whole.
- **Ideal Home Exhibition,** London, March 7-April 3: Canada will display consumer goods, appliances, textiles and clothing, furnishings, food and beverages.
- **Fur Industry Salon,** Paris, April 12-17: Organized by the French fur industry and restricted to the trade. Canada will display fur pelts and garments.
- **European Fur Fair,** Frankfurt, West Germany, April 20-23: Canadian raw and dressed pelts for European fur buyers, manufacturers and processors.
- **Engineering, Marine Welding and Atomic Energy Exhibition,** London, April 20-May 4: Newest in scientific research and engineering technology.
- **Leather Importers, Factors and Merchants Association,** London, May: An opportunity for Canadian leather firms to exhibit through U. K. agents to a select audience of upwards of 2,000 buyers.
- **Design Engineering Show,** Detroit, May 22-25: Manufacturing and processing equipment, unique in design and originating in Canada.
- **International Packaging Exhibition,** London, Sept. 5-15: A vertical trade show to promote packaging equipment and materials of all kinds.
- **Provisions and Fine Foods Exhibition** (Anuga), Cologne, West Germany, Sept. 23-Oct. 1: All aspects of the food industry, including packing, marketing and promotion are included.
- **Pacific International Trade Fair,** Lima, Peru, Oct. 1-18: Canada will display a wide range of products including chemicals, engineering and industrial equipment, consumer products, and paper products.
- **National Metals Congress and Exposition,** Detroit, Oct. 23-27: All types of machinery and materials used in the metal-using and fabricating industries.
- **Building Trade Exhibition,** London, Nov. 15-29: Directed to architects, contractors and engineers. Canada's entry will feature the use of Canadian building woods in timber-frame construction.
- **Exposition of Chemical Industries,** New York, Nov. 27-Dec. 1: Chemical processing, laboratory equipment, chemical instruments, material handling and packaging equipment.
- **National Association of Homebuilders Convention,** Chicago, Dec. 10-14: A second edition of this show in 1961, advanced from the usual dates in January, 1962.

Here are the 1962 shows:

- **Rand Easter Show,** Johannesburg, South Africa, March 1-15: Consumer goods, chemicals and allied products, engineering and industrial equipment, forest products and Canadian furs.
- **American Society of Tool Engineers (Aste),** Detroit, March 15-23: Machines, machine tools and processes directed to industrial needs in the U. S. market.
- **Central African Trade Fair,** Bulawayo, Southern Rhodesia, May 15-30: A general exhibit including most of the products displayed at the Rand Easter Show.
- **Canadian Trade Fairs,** Ghana and Nigeria, January and February: Now in the planning stage to take advantage of trade opportunities opened up in these newly independent nations. To be organized and conducted entirely by the Canadian government with the support of industry. All products for which a market exists are eligible.

ANNOUNCEMENT

ELECTED PRESIDENT
WAWANESA MUTUAL
INSURANCE COMPANY



M. C. HOLDEN

The Wawanesa Mutual Insurance Company announces the election of Mr. Milton C. Holden as President of the Company. Mr. Holden, in addition, retains the position of Managing Director of the Company.

Mr. Holden is also the President and Managing Director of the newly formed Wawanesa Mutual Life Insurance Company.

'Buy American' Mood High May Hit Defence Purchases

From Our Own Correspondent

WASHINGTON — "Buy American" clouds hang over Canada-U. S. production-sharing arrangement.

"But it's not going to rain," one official told **FP**. "It's just an indication that the weather is changing nearby. The clouds probably will blow away before they get near us."

The clouds arrived with a Pentagon announcement that it was cutting back on foreign military purchases.

Reason for the cut-back:

- **An effort to right the imbalanced U. S. payments deficit.**

While the U. S. still has a comfortable trade surplus, this is more than wiped out by U. S. government aid and military expenditures abroad.

Thus it is hoped the Pentagon "Buy American" order will keep at least some more money at home.

But the new order is relatively vague and probably would mean a saving of only between $10 million-$30 million a year.

There is no reduction specified for military purchases in Canada.

U. S. authorities say those will continue as before.

Still, the Pentagon's new "Buy American" order does provide a nagging worry about the direction of Washington thinking.

Even though U. S. military purchases in Canada would not be affected by this announcement, it always is of concern for Canada when the U. S. gets into this kind of a protectionist mood.

The order says, in the key paragraph:

"It is the policy of the Department of Defense to favor U. S. sources of supply unless overseas procurement is essential to support overriding U. S. foreign policy and military assistance program objectives."

This is instead of the key sentence in the previous foreign buying directive which said:

"It is the policy of the Department of Defense to assist in the development of this (overseas production) capability by procuring the maximum justifiable amount of material and equipment from offshore sources."

Company Reports

Financial

LABRADOR ACCEPTANCE CORP., Montreal, net profit for year ended July 31, 1960, was $42,714, up 31.3% over previous year's $32,539.

Company sold $400,000 debentures and placed over $400,000 in secured short term notes toward the end of the fiscal year. Their influence on company's profit picture will become evident in the current fiscal year, President Marc-André Boisclair says.

INCOME ACCOUNT

Years Ended July 31:	1960	1959
Net earnings	190,813	104,926
Less: Deprec.	2,472	2,122
Interest	108,286	49,174
Debt disc. & exp.	10,195	6,420
Inc. tax	27,146	14,671
Net profit	42,714	32,539
Less: Pref. divds.	1,719	1,719
Class A divds.	2,188	......
Surplus for year	38,807	30,820
Times All Interest Earned:		
Before deprec.	1.76	2.13
After deprec.	1.74	2.09
Earnings per Share* and Dividend Record:		
Pref.: Earned	$31.06	$23.66
Paid	1.25	1.25
Class A: Earned▲	1.87	(1.64)
Earned♦	0.71	(0.61)
Paid	0.10	....
Class B: Earned♦	0.41	(0.31)
None paid.		

*Based on fully paid capital only.

▲Before (♦after) participation.

Note—1959 earnings based for comparative purposes on shares outstanding following stock conversion, April 8, 1960, on basis of 3 Class A and 10 Class B shares for each common share.

Shares o/s as at July 31:		
5% Pref., $25 par	1,375	1,375
Class A, $5 par▲	*21,880	......
Class B, $1 par▲	*62,750	......
Common, $25 par	......	*6,275

▲New stock following stock conversion, April 8, 1960, on basis of 3 class A shares and 10 class B shares for each common share.

*Fully paid capital only.

CONDENSED BALANCE SHEET

As at July 31:	1960	1959
Cash	$118,346	$23,757
Notes rec. less res.	2,802,165	1,892,762
Prepaid exps.	5,757	2,081
Total curr. assets	2,926,268	1,918,600
Def. expenses	77,477	44,479
Fixed assets▲	8,368	6,950
Total assets	3,012,113	1,970,029
Notes pay. & loans	1,173,313	754,796
Accts., etc., rec.	174,183	94,349
Inc. tax pay.	31,170	14,671
Total curr. liabs.	1,378,666	863,816
Def. income	299,208	191,026
Funded debt	935,000	575,000
Capital stock	202,212	181,967
Capital surplus	65,304	65,304
Earned surplus	131,723	92,916
▲After depr. of	5,024	3,475
Working capital	1,547,602	1,054,784

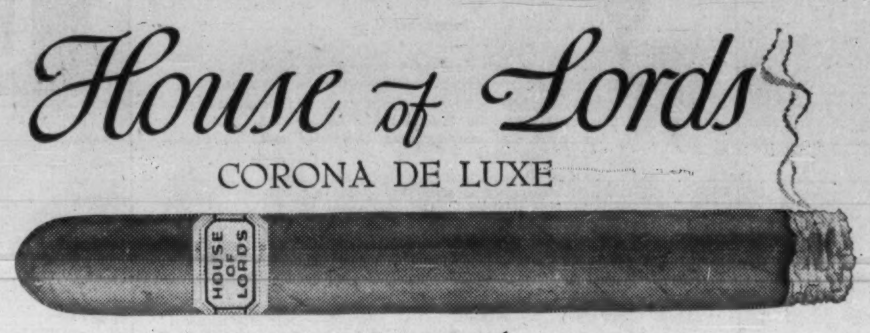
The more you know about Scotch

the more you like Ballantines

"the superb Scotch"

House of Lords

CORONA DE LUXE



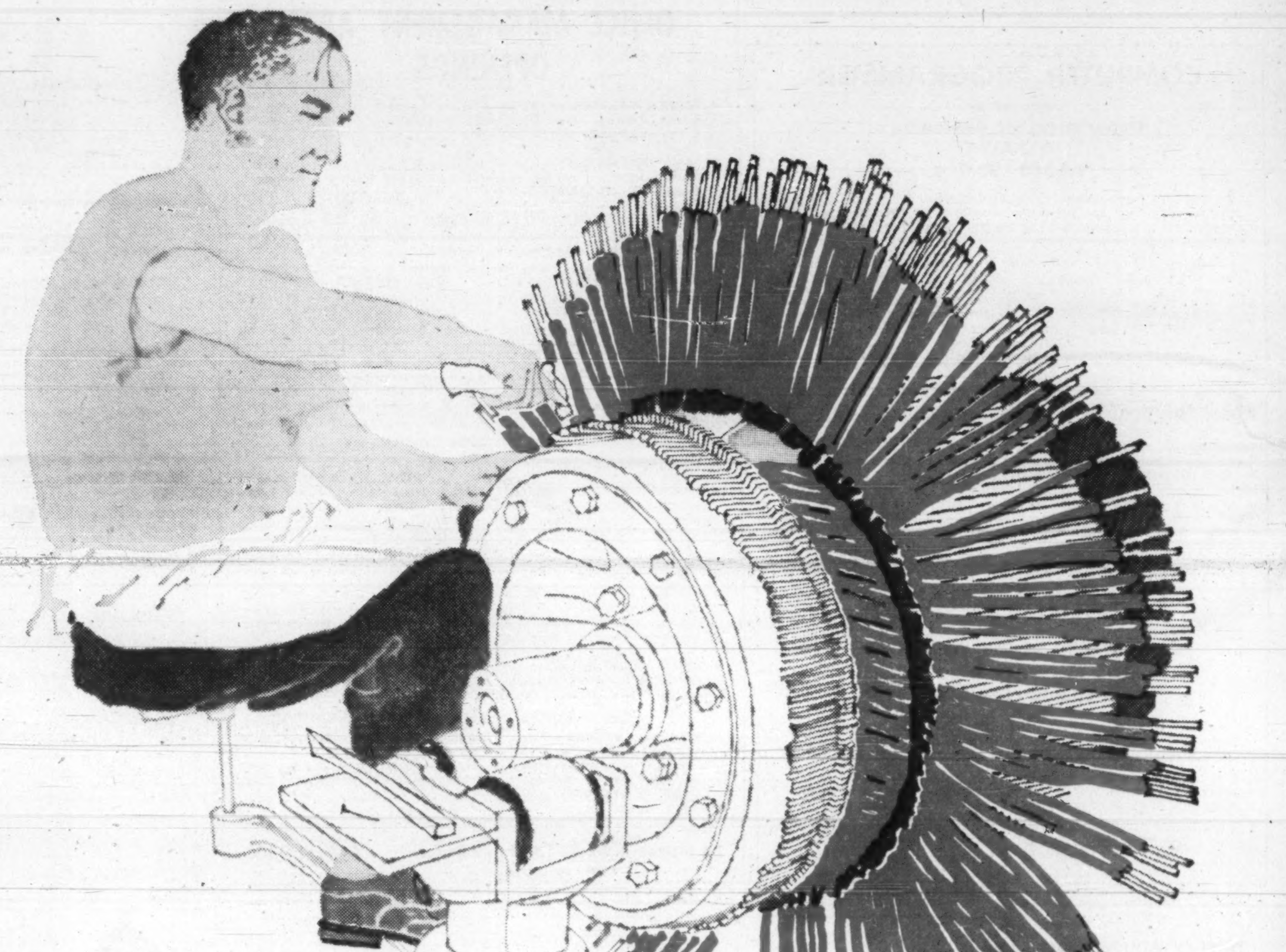
...with select Havana tobacco.

THE ULTIMATE IN A FINE CIGAR

HALLMARK OF A FINE CIGAR

House of Lords

HOW OTIS BUILDS OUTSTANDING VALUE INTO OTIS ELEVATORS



HAND WINDING ELEVATOR MOTOR ARMATURES AT HAMILTON, ONTARIO

Why are passengers seldom aware of motion when riding OTIS elevators — *the world's finest?*

One reason is OTIS hand built elevator motors. They're not adaptations of standard commercial motors. OTIS motors are specifically designed to meet the unique requirements of elevator service. They deliver the instant and sustained surge of power needed for high speed travel . . . for the smooth acceleration . . . and deceleration that are so recognizably OTIS. Every motor part is built in the OTIS plant under rigid quality control —from cast steel frames to hand wound armatures. All, with a basic knowledge of elevatoring that is unmatched anywhere.

How much of the complete elevator installation does OTIS manufacture? Everything! Over 28,000 original and always available replacement parts. From the smallest switches in the machine room to the beautifully designed and finished cars and entrances — *to make certain that every OTIS installation performs as a completely integrated unit.*

Otis

OTIS ELEVATOR COMPANY LIMITED

HEAD OFFICES AND WORKS: HAMILTON, ONTARIO
OFFICES IN 28 CITIES ACROSS CANADA

AUTOTRONIC® OR ATTENDANT-OPERATED PASSENGER ELEVATORS • ESCALATORS • TRAV-O-LATORS • FREIGHT ELEVATORS • DUMBWAITERS
ELEVATOR MODERNIZATION & MAINTENANCE • MILITARY ELECTRONIC SYSTEMS • GAS & ELECTRIC TRUCKS BY BAKER INDUSTRIAL TRUCK DIVISION

PONTIAC '61 HERE TODAY!

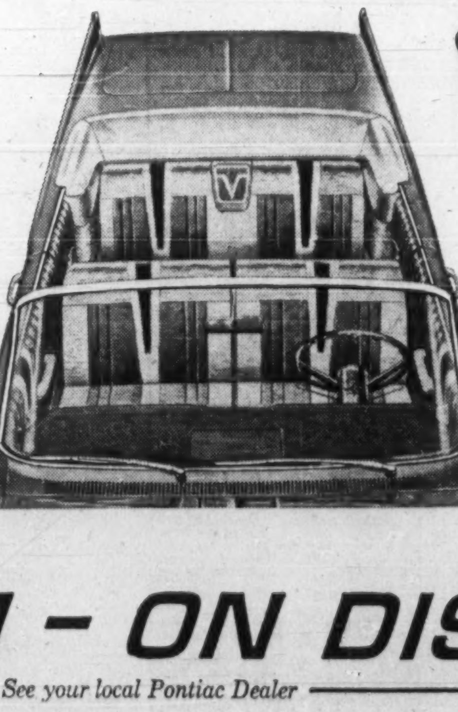
PARISIENNE *Convertible*

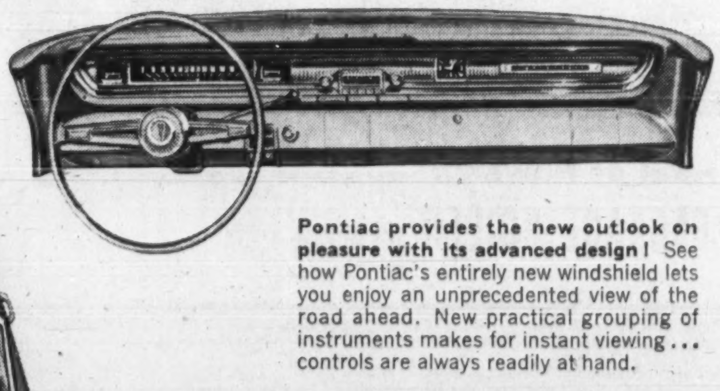
PARISIENNE *Sport Sedan*
(Whitewall tires optional at extra cost)

LAURENTIAN *2-Door Sedan*

New in spirit! New in splendor!

Look again . . . your sights are set on the car that will take the entire country by storm! Pontiac—all new in the spirit of complete driving pleasure—all new with the splendor of sleek, slimmer styling. Pontiac—trimmer on the outside, yet roomier on the inside—brings dramatic improvements to your travelling comfort. Wider, higher doors . . . deeper, more comfortable seats . . . Pontiac leads the field in these and many other exciting new features. For performance, luxury, elegance and value—Pontiac will again prove to be your most rewarding investment in '61. See Pontiac—drive Pontiac . . . available in 30 wonderful models in 7 great series—on show today!





Pontiac provides the new outlook on pleasure with its advanced design! See how Pontiac's entirely new windshield lets you enjoy an unprecedented view of the road ahead. New practical grouping of instruments makes for instant viewing . . . controls are always readily at hand.

Pontiac puts new comfort and greater convenience on every hand! Luxury abounds inside the new Pontiac. Rich upholsteries in new fabrics, new colors reflect Pontiac's new look of splendor. Everywhere you look there are subtle touches of refinement.

A GENERAL MOTORS VALUE

COME SEE THEM – ON DISPLAY TODAY!

See your local Pontiac Dealer

P-161C

ANNOUNCEMENT

BREITHAUPT, MILSOM APPOINT NEW DIRECTOR

LESLIE J. FAREWELL

The appointment is announced of Leslie J. Farewell as a Director of Breithaupt, Milsom (Western) Limited as part of the new growth and development programme of that company. Mr. Farewell has been associated with Breithaupt, Milsom (Western) Limited in a senior capacity since its formation.

Industrial Growth

Manufacturing plants new to Canada; expansions of existing industry across the nation.

DRUMMONDVILLE, QUE.

Gotham Chalkboard & Trim Co., has completed a modern plant in Drummondville, Que., to manufacture chalkboard and trim for schools, institutions and commercial firms. Drummondville plant will use industrial techniques developed by its associate in the U. S., **Gotham Chalkboard & Trim Co.** Plant will also produce Color-Cork, a wall and floor covering material in large bolts for commercial installations and in tile form for residential work.

TORONTO

Vibro-Equipment Division, SWFCO Canada Ltd., a newly-formed Canadian firm, has started operations in its main plant and offices at 21 Jutland Rd., Etobicoke, Metro Toronto. It will manufacture vibro-equipment for process industries. Under license from **Southwestern Engineering Co.,** Los Angeles, SWECO vibro-energy separators will be made at the plant for the Canadian market. Douglas M. Swallow of Toronto, in screen and screen cloth manufacturing in Canada for 15 years, has been named general manager. Components such as motors, screen cloths, clamp rings, etc., will be bought from Canadian manufacturers. Sales will be handled by C. M. Murray and H. Brown, district engineers, in Toronto, and **Gordon Russell Ltd.,** Vancouver, and **W. G. Hewlings Co.,** Montreal.

REGINA

International Paints (Canada) Ltd. has now opened its new 200,000-gal.-per-year paint plant, representing a $300,000 investment. Plant is now in production supplying Interlux paint for industrial and household use. International Paints is buying linseed oil from a Saskatoon vegetable oil plant, thinners from the local oil industry, and cardboard cartons from a Saskatchewan manufacturer. **International Paints** was founded in England in 1881 and Canadian operation was established at Montreal in 1924.

FORT SASKATCHEWAN, SASK.

Dow Chemical of Canada has awarded **Brown & Root Ltd.,** Edmonton, a contract to construct production facilities for ethanolamines and glycols on the 675-acre Dow Fort Saskatchewan plant site. Construction starts this month and facilities are expected to be in production by mid-summer of 1961. Ethanolamines from the plant will be sold primarily to gas producers as a sweetening agent for natural gas. Brown & Root also awarded a contract recently to build a pentachlorophenol plant at Fort Saskatchewan. This plant is scheduled for completion early next spring.

WINDSOR, ONT.

Rogers Industries Inc., Detroit, Mich., has established a Canadian subsidiary in Windsor. Firm will occupy 4,000 sq. ft. of manufacturing space at 1200 University Ave. and will manufacture aluminum prime and storm windows and doors. Plant will handle window and door business for the firm in Western Ontario and serve as a base of operations for the rest of Canada. Company established a plant in the Toronto area eight years ago but sold it in 1955 to Canadian interests.

JASPER PLACE, ALTA.

I & W Mfg. Ltd., a new firm located at 10027-168 St., Jasper Place, is making a variety of unfinished and finished furniture. The firm also builds a line of plywood boats and wooden toys. I & W was formed by S. Ingham of Edmonton in association with E. Werre, production manager, who has 30 years' experience in the furniture business. Most raw materials are bought locally. Cost of land, equipment and plant was $35,000. Firm expects to use plywood and lumber valued at around $45,000 each year, about $24,000 worth of hardware, etc., and $5,000 in paint. A wooden toy line is not yet completely developed but will include such children's items as rocking chairs.

PRESTON, ONT.

Hostess Food Products Ltd. has opened a $1 million potato chip plant in Preston, Ont. Plant is on a 75-acre site and will employ around 300 people in its first year of operation. Purchase of potatoes from local farmers is expected to increase by as much as 40%.

James Mfg. Co., division of **Rockwood & Co.,** Fort Atkinson, Wis., has bought **Graham Metal Products Ltd.,** Preston. Graham Metal, a major producer of poultry and hog equipment, will continue to manufacture in Canada as **Jamesway Ltd.** Firm will buy pressure waterers from its Canadian subsidiary for distribution in the U. S. Graham will continue to manufacture its complete product line for the Canadian market.

BELLEVILLE, ONT.

Deloro Stellite, Belleville, Ont., has bought additional land adjoining its Belleville property to provide space for extension of present departments and establishment of new ones. New machines and equipment will provide latest in production facilities for Stellite castings up to 400 lb. in weight. New department for centrifugal castings is set up. Company has secured Canadian license rights to the Shaw process of close-tolerance ceramic mold castings. Deloro Stellite specializes in cobalt and nickel base alloys to provide protection for machine components against wear from corrosion, abrasion, erosion, high temperatures.

EDMONTON

Remanufacture of diesel engine heads to a standard comparable to a new cylinder head has enabled **Oilfield Specialty Welding Ltd.,** Edmonton, to expand from a small firm employing three people in 1957 to a new $50,000 plant employing 18. Located at 5610-103A, the plant contains latest equipment for diesel cylinder head rebuilding, including a recently acquired $10,500 radial drill. Special alloy weld material used to restore valve seat in diesel engine head is made to the firm's specifications in the U. S. Firm rebuilds over 3,000 diesel heads annually, varying from small traction engines to large power plants.

BRITISH COLUMBIA

News of industrial growth from British Columbia:

Projects completed:

Terminal City Iron Works, Vancouver: expansion of plant and machinery allowing for greater inventory.

Caposite Insulation Ltd., Surrey: new firm manufacturing asbestos insulation for pipes operating in highest temperature ranges. Amosite asbestos is imported from South Africa.

Projects under way:

B. C. Distilleries Co., New Westminister: $138,000 addition to alcoholic beverages plant.

Segal Furniture Ltd., Richmond: $90,000 addition to furniture plant.

Canadian Liquid Air Co., Vancouver: $100,000 new liquid oxygen plant adjacent to present plant.

Columbia Cellulose Co., Prince Rupert: $400,000 new research centre containing pilot plants, laboratories and administration facilities. Scheduled for completion, June, 1961, it will handle research for the **Celgar** Mill at Castlegar as well.

Bank of Commerce Makes Promotions In Staff Changes

H. K. BROWN, an assistant accountant, Chilliwack, B.C., to be accountant, Princeton, B.C.

F. W. J. BURNS, assistant accountant, Toronto, Ont., to be accountant, Mount Pleasant & Manor Rd., Toronto.

M. C. COOPER, to be assistant accountant, Chilliwack, B.C.

J. N. DOWNEY, to be an assistant accountant, Queen & University, Toronto.

F. J. GIBSON, manager, Pender & Bute, Vancouver, to be manager, Castlegar, B.C.

R. D. GOLDHAWK, an audit officer, head office, Toronto, to be accountant, Vancouver.

G. A. HARRIS, manager, Pender & Burrard, Vancouver, to be manager, Hastings & Richards, Vancouver.

D. A. LAIRD, accountant, Vancouver, to be an assistant inspector, regional office, Vancouver.

J. M. LECLERC, to be accountant, St. Roch, Que.

C. J. SHORT, to be assistant accountant, St. Thomas, Ont.

C. K. Beatty, accountant, Kindersley, Sask., to be accountant, Humboldt, Sask.

V. E. BOWMAN to be assistant accountant, New Toronto, Ont.

N. F. CASSIDY, formerly accountant, Guelph, Ont., to be manager of the newly opened branch at Speedvale & Woolwich, Guelph, Ont.

T. E. MacDONALD, to be an assistant accountant, Queen & University, Toronto.

E. A. BOOKER, accountant, Market, Toronto, to be accountant, Winnipeg.

R. J. DAVIDSON, accountant, Humboldt, Sask., to be accountant, Kindersley, Sask.

J. R. HOBDEN, an assistant accountant, 199 Yonge St., Toronto, to be accountant, Queensway & Kipling, Toronto.

P. F. LEGER, formerly accountant, St. Roch, Quebec, to be manager of the newly opened branch at La Canardiere, Quebec.

D. A. LOEWEN, accountant, Winnipeg, to be an assistant manager, Winnipeg.

A. McKAY, manager, Hastings & Gilmore, Burnaby, B.C., to be manager, Pender & Burrard, Vancouver.

H. A. MONTROSE, an assistant accountant, Weston, Ont., to be accountant, Queen East, Toronto.

W. L. OGG, manager, Vanderhoof, B.C., to be manager, Prince George, B.C.

R. G. SIMPSON, accountant, Queen East, Toronto, to be accountant, Market, Toronto.

C. I. WALCOT, accountant, Queensway & Kipling, Toronto, to be manager, Kipling & Westhumber, Toronto.

N. WOODHEAD, manager, Prince George, B.C., to be manager, Hastings & Gilmore, Burnaby, B.C.

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KINGSTON
La Salle Hotel
(Tel: LI. 8-3361) 31st October & 1st November

OTTAWA
Chateau Laurier
(Tel: CE. 2-2411) 3rd-12th November

MONTREAL
Windsor Hotel (Tel: UN. 6-9611)
15th-19th November

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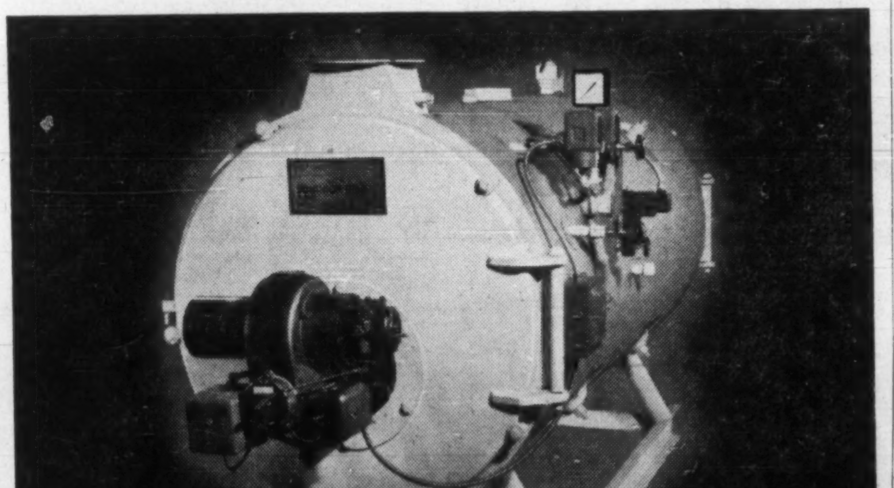

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Two-pass design provides uniform temperatures over all of the heating surfaces and a thermal efficiency of 80% or better.

Conservative rating permits the boiler to operate well within its design capacity and contributes to increased life expectancy and decreased maintenance costs.

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Gas, oil or combination gas-oil firing.
Coast-to-coast service facilities.
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Boiler Products Division DOMINION BRIDGE

DOMINION BRIDGE COMPANY LIMITED - FIFTEEN PLANTS COAST-TO-COAST

Relief map courtesy Canadian Aero Service Ltd.

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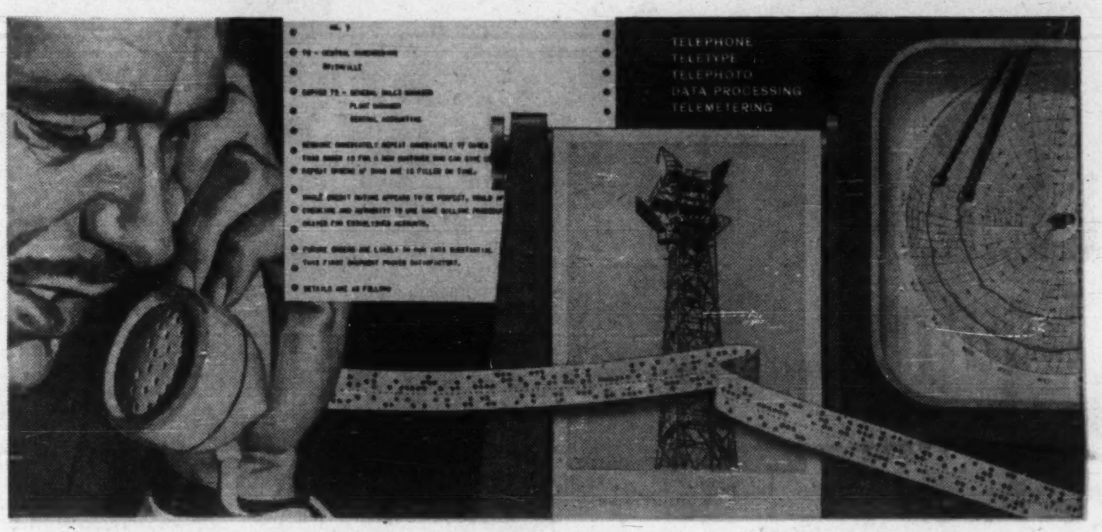
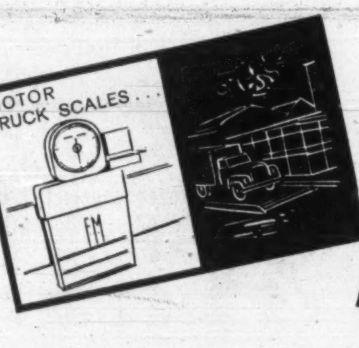
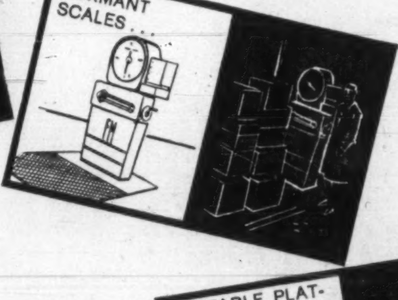
British Columbia Telephone Company







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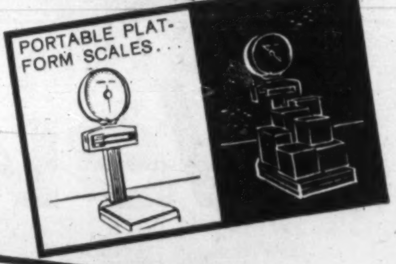

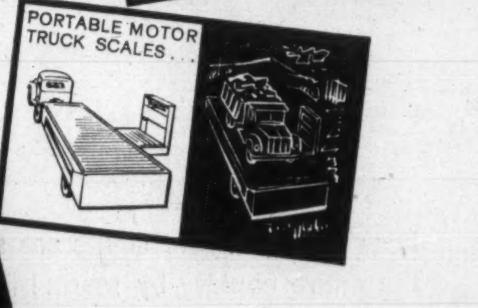

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YOUR TAXES

An exclusive FP column of comment on the trends in personal and business taxation

Europeans Can Teach Us A Lot About Tax Matters

By JOHN G. McDONALD, LL.M.
McCarthy & McCarthy, Toronto

OUR REVENUE authorities are known opponents of the "tax rulings" system under which businessmen are entitled to find out in advance how they will stand with the tax office after carrying out a corporate reorganization.

The reason for this official reluctance to make advance tax rulings (according to press reports) is that the Department of National Revenue would have to hire extra staff to process the applications.

There may also be other reasons, such as the reluctance of departmental tax officials to interpret the law.

At the risk of "beating the skin out of the drum," we note that Sweden has now had nine years' experience with her National Tax Board, composed of tax officials and business executives.

This board gives advance tax rulings on commercial transactions, and also issues general rulings for the guidance of both assessors and taxpayers.

The Canadian debate on the question of the usefulness of a system of advance tax rulings continues.

Perhaps Swedish experiance in this field would provide a useful guide in analyzing the question.

Swiss Canton Seeks More Foreign Firms

In Switzerland last week, we heard that the authorities of Basle have amended their cantonal tax law concerning foreign companies, to reduce income taxes to a level competitive with the mountain Cantons.

Two types of corporations are affected:

- **"Domicile companies"**, the only evidence of which is their registered office in Basle, and
- **Subsidiaries of foreign companies** operating a Basle office in which and from which foreign business is managed and directed.

Domicile companies pay no local income tax, but are asked to struggle along with a capital tax of one-tenth of 1% of their authorized capital plus a local tax of $25 to $125.

Subsidiaries of foreign companies not engaged in Swiss manufacturing or commercial undertakings pay 0.5% capital tax plus $25 to $125, plus 10% of normal income tax (i.e., about 3% net) per annum.

The importance of this alteration of Basle tax law is that a major Swiss commercial centre has decided to encourage the establishment of business headquarters within its jurisdiction of foreigners, without relying on local legal technicalities such as those maintained in Zürich and Geneva.

Useful for Canadians Operating in Europe

The Swiss federal income tax rate is 8%, and all foreign corporate establishments in Switzerland pay that tax unless they fall under the "holding company" exemption.

The cantonal income taxes make all the difference, competitively, ranging from approximately 30% in Zürich to 0.5% in Glarus (a mountain neighbor).

Only Liechtenstein offers the ultimate tax advantage of nil federal income tax, plus nominal local tax for foreign holding companies.

The trouble with this Utopia is, of course, that Vaduz is a village of 5,000 people who normally spend their time entertaining tourists and selling postage stamps, hearing aids and miniature mathematical computers.

Basle now offers the tax advantages of Glarus without the necessity of a Zürich "supervisory" office.

To Canadians, this information is useful only where European business operations are planned in which effective management can profitably be located in Basle.

In other words, "domicile companies" are not interesting — they are taxable in Canada because they are managed here.

But Basle subsidiary control companies are useful for the purpose of holding and directing the marketing operations of operational subsidiaries in the European Common Market countries.

Milk Producers Probe Marketing

Milk products marketing in Ontario may be due for a re-shuffle.

A study team of university economists is looking into present practices and will likely recommend some type of over-all marketing plan.

The team, "independent of government or the dairying industry," was appointed by the milk marketing committee of Ontario Milk Producers League.

Marketing is carried out now by four different marketing boards, operating under provincial farm marketing legislation. These cover whole milk, concentrated milk, cream and cheese.

A producers' group spokesman told **FP** there was "some dissatisfaction" now with this multiboard method of distribution because of an "imbalance of prices among various dairy products."

Milk marketing is done by one over-all agency in British Columbia, in U. K. and in some states of the U. S., he says.

The various producer bodies in Ontario previously have tried to produce an acceptable plan but failed.

Study team members: Prof. David L. MacFarlane of McGill University, Prof. John W. Carncross of Rutgers University in the U. S., and Prof. Dr. A. W. Wood of University of Manitoba.

Company Reports

Gas

QUEBEC NATURAL GAS CORP., Montreal, net loss of $5,461,453 in year ended June 30, 1960, was 43% greater than net loss of $3,812,575 sustained in previous year.

Net loss in first half of 1960 fiscal year was $2,347,109 indicating a loss of $3,114,344 in last half.

A net loss of about one third that of 1959-60 is indicated for 1960-61 fiscal year, Chairman Edouard Asselin reports.

Price drop of oil in Montreal market has seriously deterred development of company's gas market. Prices charged for heavy oil used for fuel by many industrial plants are 35% to 40% below those three years ago.

Gas sales rose in past year by 27% to $11,934,672. Volume of gas sold increased 56.3% to 7,899.3 million cu. ft. but some 58% of increase was interruptible gas principally for large industrial users at a relatively low average rate.

Number of gas customers at June 30, 1960, was 236,765 (including 1,146 industrial accounts), down from 237,569 (1,124) a year ago.

Company plans to seek revision of rates before the existing rates period ends Dec. 1, 1960.

INCOME ACCOUNT

Years Ended June 30:	1960 $	1959 $
Total revenue	18,055,893	14,668,668
Net oper. loss	1,532,296	38,952
Add: Depreciation	890,308	792,657
Amort.	88,580	88,559
Interest*	2,950,269	2,892,407
Net loss & deficit	5,461,453	3,812,575
*After chge. to const. of	104,280	20,213
Shares o/s at June 30:		
6% Pref., $100 par	150,000	......
Common, $1 par	1,514,000	1,364,000

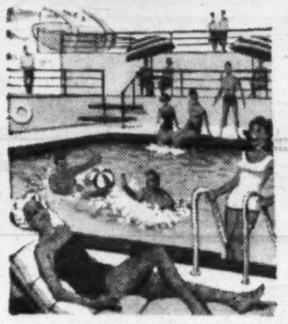
CONDENSED BALANCE SHEET

As at June 30:	1960	1959
Cash & dep.	$1,373,903	$25,803
Accts. rec.	6,964,134	3,164,358
Inventories	7,631,322	4,694,621
Prepayments	603,593	649,988
Total curr. assets	16,572,952	8,534,770
Issue exp., etc.	3,072,786	2,045,111
Conv. exp., less amort.	5,748,950	5,744,332
Constr. funds on dep.	10,672	2,341,213
Inv. wholly owned subsid.	2,163,100	3,400,600
Mortgages	18,875	......
Fixed assets*	57,165,338	41,179,432
Total assets	84,752,723	63,245,458
Notes pay.	10,804,840	1,043,497
Debt. mat. 1 yr.	2,100,000	1,300,000
Accts., etc., pay.	8,025,053	5,145,275
Customers' dep. & advs.	194,913	107,338
Total curr. liabs.	21,124,806	7,596,110
Emp. sick benefits	324,570	327,189
Contrib. re constr.	314,211	290,773
Deferred inc.	767,403	......
Funded debt	44,600,000	47,100,000
Capital stock	16,514,100	1,364,000
Paid-in surplus	11,187,728	11,186,028
Less: Deficit	10,080,095	4,618,642
*After dep. of	11,964,404	11,791,850
Working capitals	†4,551,854	938,660

§Exclusive of construction funds on deposit (see balance sheet).

†Excess of curr. liabs. over curr. assets.

WEST INDIES South America cruises



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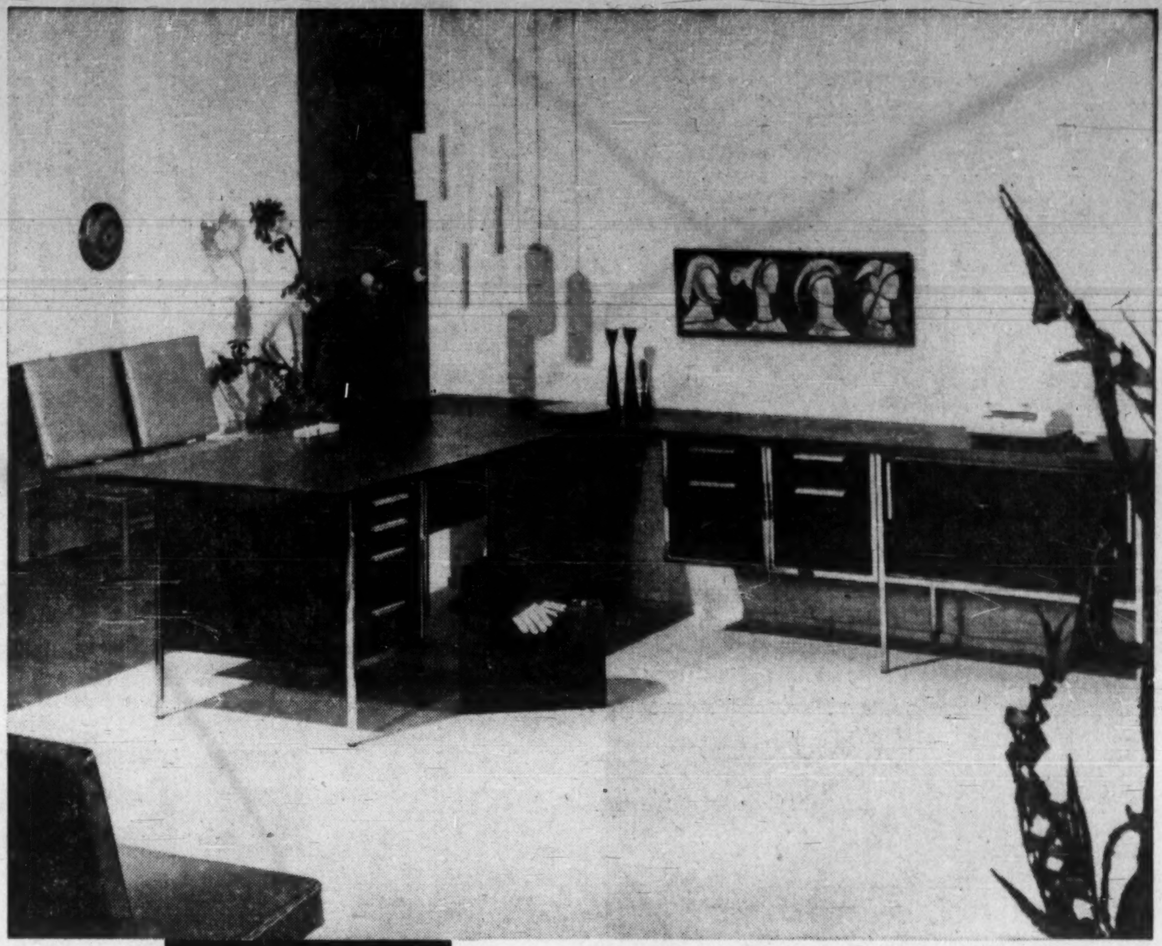
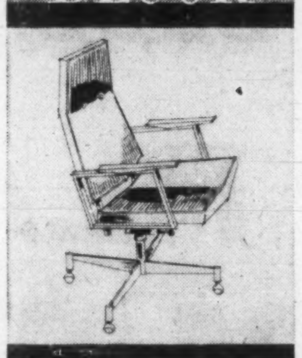


DÉCOR by Royal



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DÉCOR Desks by ROYALITE METAL FURNITURE COMPANY LIMITED, Smiths Falls, Canada

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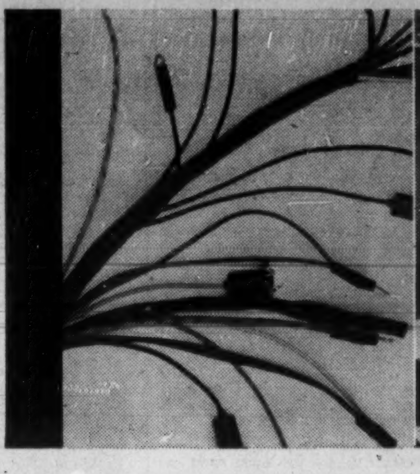
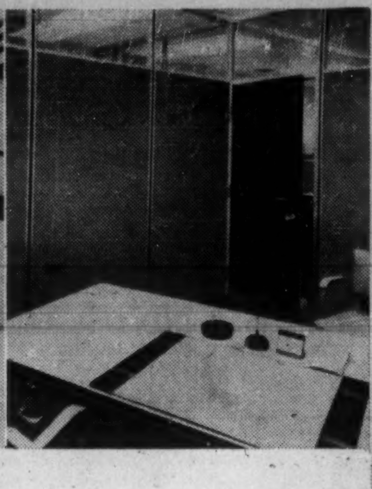
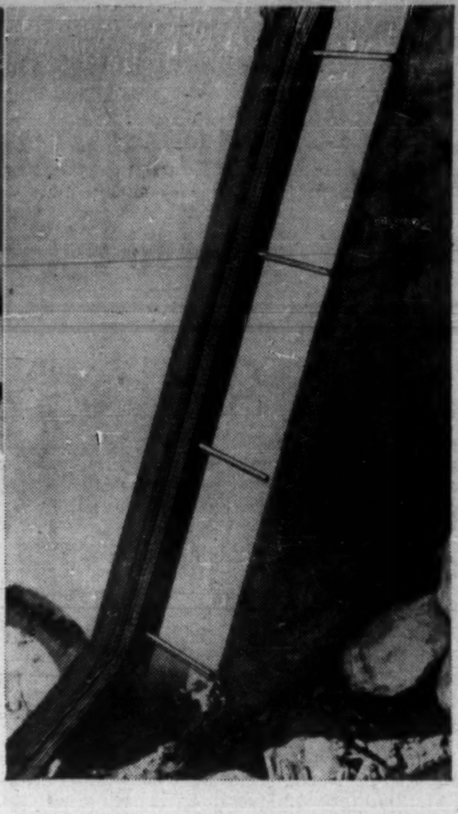
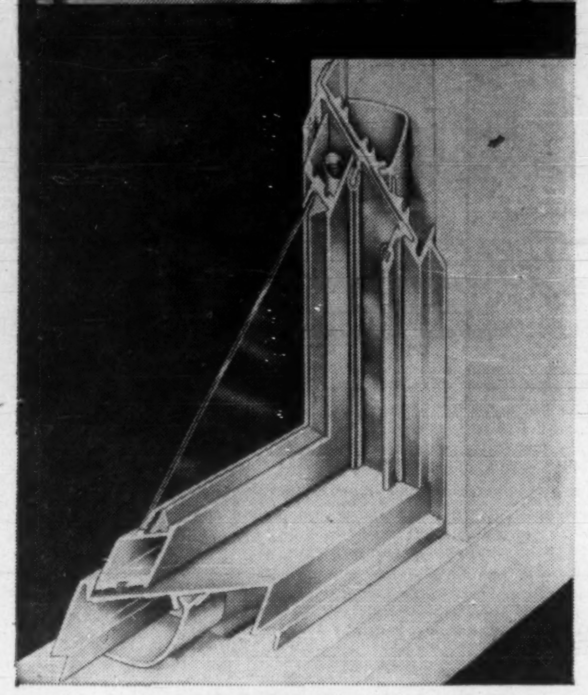




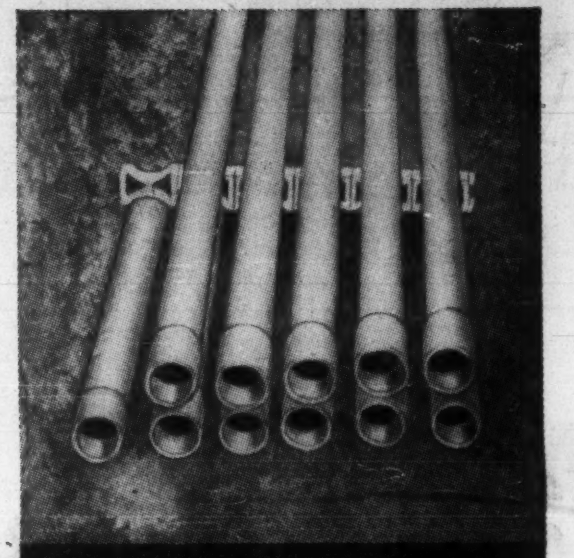
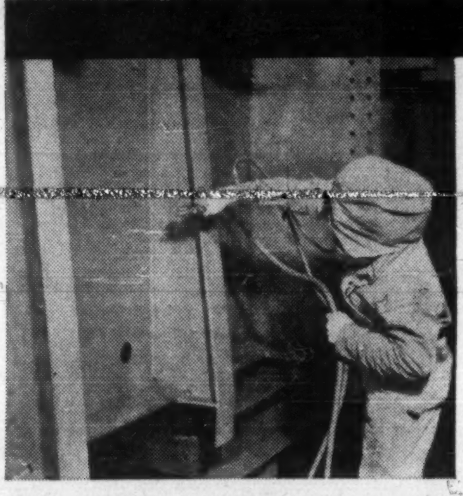


CANADIAN RESINS DIVISION*

supplies essential

PLASTICS MATERIALS

for construction and building products

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Principal products are:

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PLASTICS

INDUSTRIAL CHEMICALS DIVISION

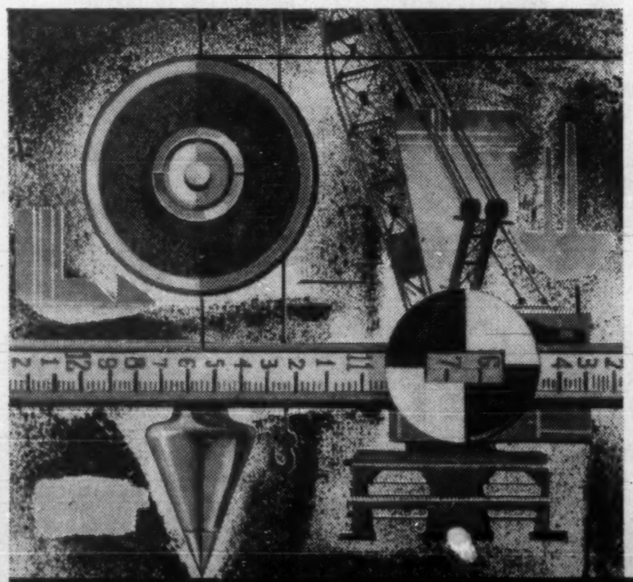
Acetic acid, acetic anhydride, acetylene black, butanol, butyl, ethyl and isopropyl acetates, calcium carbide, caustic soda, chlorine, dibutyl phthalate, lime hydrate, monochloracetic acid, p.v.a. emulsions, sulphuric acid, vinyl acetate. Stainless steel castings.

ST. MAURICE CHEMICALS DIVISION
Formaldehyde, pentaerythritol.

Plastics materials are playing an increasingly important role in the construction and building industries. Canadian Resins Division of Shawinigan Chemicals Limited produces raw materials as well as semi-finished and finished products used throughout many major construction and renovation projects across Canada.

For example: Vinyl resins and compounds for vinyl floor tile, flashing, corrosion-resistant surface coatings, rigid pipe, flexible waterstop-expansion joints for concrete structures, window spline, weatherstripping and ducts; polyethylene film for moisture-vapour barriers, vinyl coated fabrics for wallcoverings and upholstery in a sweeping range of colours and textures; rigid sheet for luminous ceilings.

Continuous development, creative engineering, expert sales and technical service — all contribute to the growing use of plastics materials from the Canadian Resins Division of Shawinigan Chemicals Limited.



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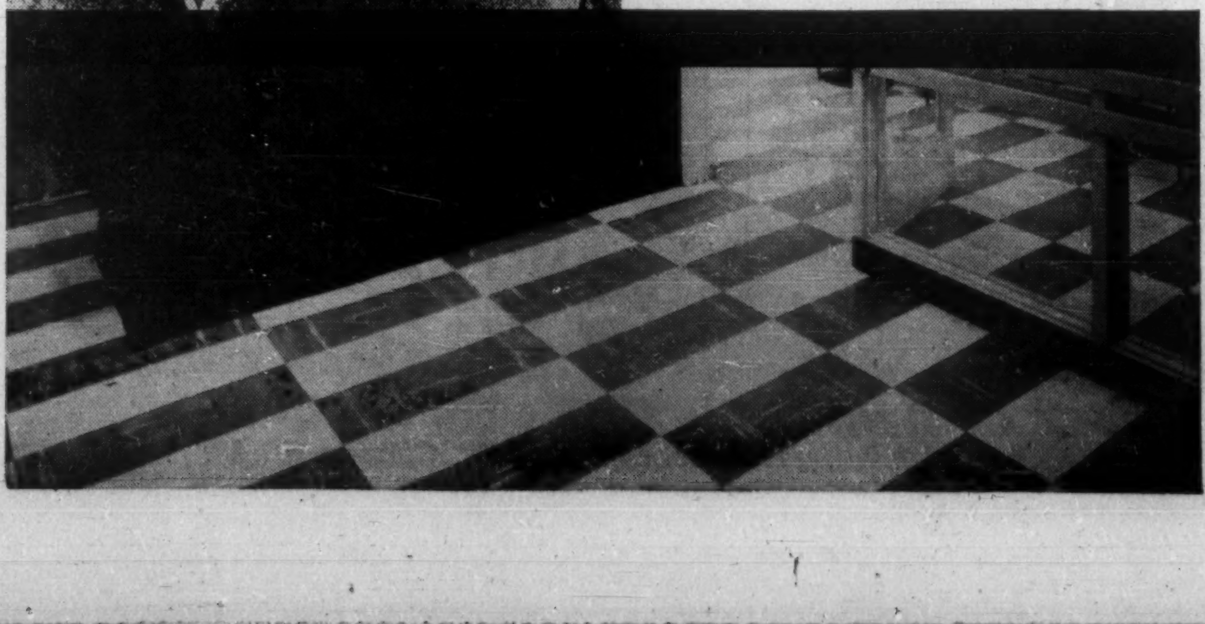

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The Financial Post

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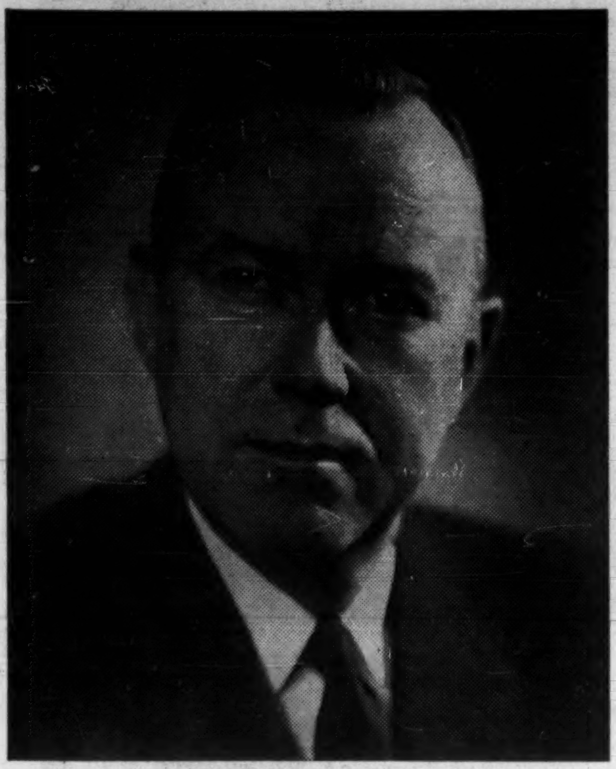


THORNBROUGH

"Kiss easy road of exports goodbye..."

W. E. Phillips, 67, chairman and chief executive officer of **Massey-Ferguson Ltd.**, says:

"All over the world nationalistic tendencies are growing.

"We in Canada are going to have to kiss the easy road of exports goodbye.

"It's all very well to use the most persuasive arguments urging Canadian manufacturers to export more.

"But the ability of Canada to export is obviously being confined to primary products.

"Europe is booming. Many industries in the U. S. are finding the answer to deal with world markets in setting up plants in Europe.

"No one regrets more than I do that at least some of M-F's new world-wide facilities could not have been established in Canada.

"It has, however, become quite clear that Canada, as part of North America, is rapidly becoming one of the highest production cost areas in the world, and those who intend to survive commercially cannot ignore this ugly truth.

"Europe is moving ahead of us in industrial and technological advancements."

"Can't see expanding export markets..."

Albert A. Thornbrough, 48, president of Massey-Ferguson Ltd., says:

"I cannot see anything coming up within the next several years which would substantially expand our export markets from Canadian production, outside of the Western Hemisphere.

"Today there exist in the European markets manufacturers of similar types of equipment to that manufactured in Canada.

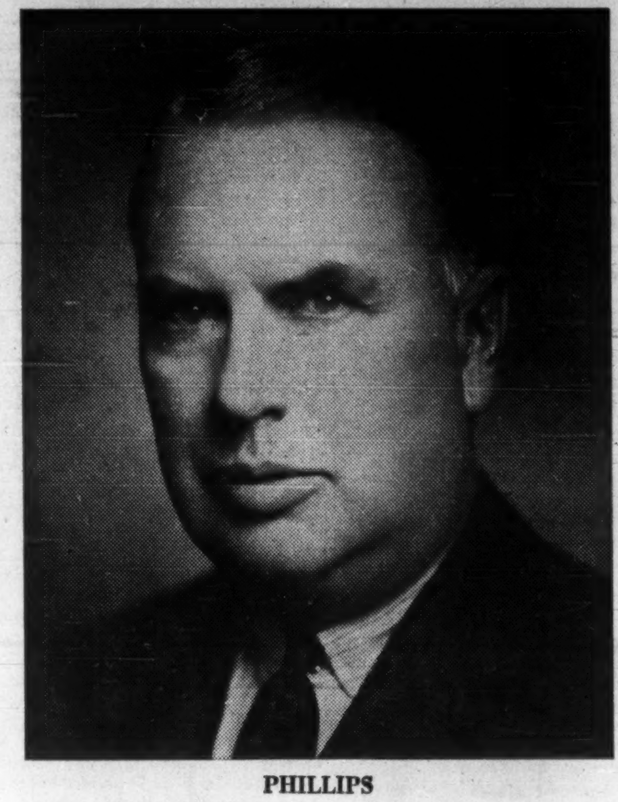
"By reason of distance, freight costs and duties or quota arrangements, the prices of Canadian-made goods generally are not of economic advantage to European customers.

"I cannot see anything on the horizon in our industry that will impel world markets to want Canadian-made products.

"We at M-F are doing our utmost to employ Canadians.

"And this is clear: If we were restricted to Canadian manufacturing, our employment in Canada would be down much lower than it is.

"Our world-wide operations enable us to spend more money on research, new design and engineering."



PHILLIPS

Can Canada really get back into the world's markets?

Here are some cold, hard lessons from Canada's giant Massey-Ferguson Ltd., which has shifted much of its world business to plants outside Canada . . .

By NORTON ANDERSON

Huge Toronto-based **Massey-Ferguson Ltd.** can pass on to other Canadian manufacturers some chilly truths about fighting a losing battle to step up exports of Canadian-made products.

These are the cold facts:

M-F 1960 world-wide sales are expected to be $470 million (down about 1% from 1959). Yet the 113-year-old firm's farm equipment manufactured in Canada will be exported to the tune of only $11 million.

Of this total, $9 million goes to the U. S. and about $2 million is shipped to the Caribbean and Latin American markets.

Latin America was once a big market for Canadian farm machinery. But today M-F ships the bulk of this business from its manufacturing plants in France, Germany and the U. K.

Yugoslavia has purchased $50 million worth of tractors and equipment from M-F since 1950 ($10 million this year for 5,900 diesel tractors and parts). Not a dollar's worth of this business was shipped from Canada — all of the tractors were delivered from M-F's Coventry, England, plant.

The list of M-F export markets lost to Canada is a long one — Australia, South Africa, Europe, India.

And the effect on employment of Canadians is serious. Only 4,476 are working for M-F in Canada — out of a world-wide total staff of 35,000.

(M-F's top annual employment in Canada in 1953 was 8,804. In 1959, annual high Canadian employment was 8,897. In 1960, 7,870 were working during high spring employment.)

SHINER

What has been happening at M-F to cause this growing shift away from Canadian manufacturing?

John H. Shiner, 53, vice-president of marketing explains:

"There's been a displacement of business around the world.

"Our company's health and potential for survival forced us to go—and manufacture—where we can be most competitive.

"M-F has gone through a complete reorganization in the last 3½ years. It's going to take us time to solve the problems of increasing exports for our Canadian-made products.

"No Canadian company is going to find it easy to build Canadian exports unless new technology is developed to allow production, on a large-volume basis, of new products that are better and cheaper than the foreign-made."

Shiner gave this example:

Claas of West Germany and **Klause** of Belgium and Holland build diesel combines for their own markets. Shiner said the combines are "of rougher construction than ours, not as sturdy, but they do the job."

Cost, quality

Canadian manufacturers, to compete against Claas and Klause for the European market, will have to come up with a combine to harvest 20% faster than the European-made, and at a cost of only about 5% more.

M-F is going after this market from its Canadian plants. But it will be the end of 1961 (for 1962 sales) before a Canadian-made diesel combine is ready.

And M-F must come up with savings in costs of manufacture plus developing a far superior machine.

Because to get more Canadian production — and employment — M-F must overcome the handicap of lower labor rates in Europe and extra costs of shipping and at the same time must absorb the premium on the Canadian dollar.

"It's a formidable task," said Shiner, "but given time M-F will come up with some of the answers through research and engineering."

What has M-F got in mind for Canada?

Shiner frankly admits the company is not satisfied with what it is doing in Canada.

"We need products of a diversified nature so that our future is not wound around a stalk of wheat — our business is seriously affected when crops are washed out by the weather, and for many other causes beyond our control," Shiner said.

M-F is going after:

- **Light** industrial equipment made in Canada.
- **Various types** of materials handling machinery produced in Canadian plants.
- **Development** of a crawler-type tractor for forest products producers, the mining and road-building fields.
- **Shiner said** one of M-F's "great hidden assets" is pushing diesel engines in Canada. "M-F is still in the amateur league in Canada in developing diesel engine business," he said.
- **Stronger** marketing of outboard motors.
- **Greater sales** push on office furniture, kitchen equipment, steel garage doors, steel shelving, partitions, storage equipment.

Shiner said this plan to diversify at M-F is possible now because the company has become "mature" in the last 3½ years. "M-F has been completely rebuilt," Shiner said.

In 1957 on sales of $412 million, the company lost $4.7 million.

This year on sales of about $470 million M-F expects to come close to its $21 million net profit in 1959 (down slightly despite greater production efficiency since tax credits for losses carried forward from previous years will be less than in 1959).

World-wide staff has grown from 21,481 in 1957 to 35,000 at October, 1960.

What form has the re-building taken?

The corporate management group in Toronto — manufacturing, marketing, finance — was revamped with new men brought in from many industries such as **Ford, Chrysler, Burroughs.**

M-F said these top-management people had "no inbred ideas and gave the company a new perspective and approach to its world-wide problems".

Survey teams spent months in every country where M-F has plants and subsidiaries. Their findings on changes to be made were checked with outside consulting agencies before new plans were drawn up.

New organizations were created in Australia, U. S., U. K. and Canada. This fall, extensive corporate changes have been completed in France, Germany and South America.

M-F claims it now knows pretty well everything about every product in its field in every country where it does business: what engineering is required to make M-F products tops in each market; how each country's operation affects the others.

World-wide plans of operation have been co-ordinated at Toronto headquarters. Large manuals and charts have been prepared, after three years' work, detailing the company's needs in each country to make it function at top efficiency.

All unfilled needs are pinpointed, and specialists are assigned to correct them.

'Plant' firms

M-F has been "planting" little companies, owned or controlled by the company, in distant markets so they'll be ready to grow when the time is ripe.

This has been done in South Africa, Southern Rhodesia, India and Spain this year.

In India, for example, M-F recently was granted a certificate from the Indian government to manufacture tractors (in the 20 to 35 hp class) and a new plant is in production.

Other important moves have been made in many parts of the world.

M-F considers its purchases in 1959 of the **Perkins Co.** in Peterborough, England (producing 100,000 diesel engines a year), and the tractor manufacturing facilities of **Standard Motor Co.** (in U. K. and France with annual capacity of 125,000 tractor units) of prime importance for future growth.

M-F expects tremendous growth in sales of Perkins engines and outboard motors. A third plant was opened in France this year to produce diesel tractors.

New products coming out of M-F plants this year have included:

- **Larger tractors.**
- **A potato harvester for the U. K.**
- **A revolutionary mechanical sugar cane harvester** introduced in Australia, which is expected to sell around the world.

M-F officials were counting on breaking through this year with sales over the $500 million mark.

They won't make it, but next year with new products and plants in the works they said: "We'll do the half-billion in a breeze."

Why did M-F sales falter this year?

World-wide farm machinery business is down in 1960. The whole industry is down 15% to 17% in North America alone this year.

M-F sales in North America are expected to about equal those of 1959 — $217 million, of which $55 million will be Canadian sales.

M-F's ahead for 1960 in: South America ($8 million), Australia ($28 million), Germany ($15 million), India ($3 million), Scandinavia ($18 million).

Sales are down slightly in: U. K. ($69 million), France ($63 million).

How is M-F doing compared with competition?

It has 37.8% of the world-wide wheel tractor business. Percentage of combines market: 38% in Canada, 24% in U. S. (No accurate figures can be worked out for world-wide combines market, or for most other agricultural implements.)

Aussie hoopla

M-F is pepped up about its Australian operation.

Shiner said the company has gone in for so much hoopla there that M-F is now the second-best-known company in Australia — after **General Motors.**

It has been done by sending Canadians over to manage the operation (until Australians are trained to take over). North American promotions have been used. Plowing matches, field days, bands, girls, stage shows, dinners, demonstrations, big Australian personalities and politicians — all have been employed.

M-F backs it up with a huge package of publicity and advertising throughout Australia.

This is part of a company-wide plan to create a new, modern corporate image.

Shiner cited an example at the company's Toronto headquarters.

On the north side of the King St. head office is a large M-F building that was used as its Ontario branch and parts depot. In the show windows sat the same tractors month after month. Few customers came to the building, and only a few dealers came in for parts. M-F changed all that.

Now it's an ultra-modern, air-conditioned building, housing administration, engineering and contains the first cafeteria in the company's Toronto history. Before, all employees either brought lunches or went out.

Parts shine

Company moved all parts to a new building at Long Branch, Ont. Parts business from the new spot is up 30% in one year.

M-F does most engineering and laboratory work in Detroit, Mich. Why not in Canada?

When Ferguson was merged with Massey-Harris in 1953, company took over an elaborate engineering setup in Dearborn. M-F found that outside consulting and testing facilities are superior in Detroit, and in May opened a large new engineering building there.

Doesn't this cut out a lot of Canadian employment? M-F admits it does, but says that "a lot of engineering and development work evolves in Canada".

Basic combine engineering work is done in Canada; other special engineering in countries where M-F plants exist.

Will M-F do engineering and development work to produce diesel tractors in Canada? (Tractors account for more than 45% of the company's business; 35% of the Canadian tractor market is diesel.)

Shiner can't see any such move in the near future. M-F tractor parts are shipped from the U. K. to Detroit where they are assembled for both the U. S. and Canadian markets.

The U. K. plants are highly automated (even more so than in the U. S., said Shiner), labor costs are low compared with North America.

This is another hard fact for Canadians to swallow: There's not likely going to be any move by a Canadian manufacturer to produce this big-selling product in Canada.

It's just another example of the narrowing field hedging in Canadian manufacturers looking at foreign markets.

Boer Secret Society Rules South Africa

Canadians, as they consider South Africa's status in the Commonwealth, should know that a secret Boer society — Broederbond — is the real force behind South African politics.

Through a network of agencies it controls Verwoerd's Nationalist Party, the government service, the armed forces, national education, and, with an interrelated system of banks, trusts and insurance companies, the entire Boer economy.

The Broederbond's aim is the establishment of the Afrikaner dominion, untainted by foreign impurities.

FP *staff writer Terence Robertson, author of this report on South African politics, is a popular lecturer on Commonwealth affairs, spent more than four years in South Africa studying political trends first-hand.*

By TERENCE ROBERTSON

I have heard it suggested that now South Africa has voted to become a republic, Prime Minister Verwoerd might frame a new constitution designed to minimize further friction between English-speaking South Africans and the Boers.

Verwoerd is in no position to take such action. His government is merely the parliamentary facade of the all-powerful Broederbond, a Boer secret society which wields supreme authority throughout Afrikanerdom.

This society drafted the terms of a republican constitution in 1931. These terms were incorporated into Nationalist Party policies in 1942 and Boer political leaders are pledged to enact them.

The terms were published for the first time in 1945 in the Afrikaans press of South Africa and passed almost unnoticed because few English-speaking South Africans understand the Boer language. But three years later, I reported a speech by Field Marshal Smuts warning the nation that a Nationalist victory at the polls would mean the eventual establishment of "a dictatorship, more ingrown and authoritarian than anything Hitler could devise."

Verwoerd and his cabinet are members of the Broederbond.

They recognize no other allegiance than loyalty to the society because for 40 years it has been the Boer State.

When becoming a member, a Boer leader pledges himself to be "Afrikaans-speaking, a member of the Dutch Reformed Church, willing to confirm South Africa as his true homeland and loyal to the Broederbond as the State."

Verwoerd is bound by that oath, as were his predecessors in office, Strydom and Malan. That is why he must now comply in principle with the broad outline of government for the Boer State as conceived by the Broederbond. This provides that:

- **A State president shall be elected for five years** and be "directly and only responsible to God, over the people."
- **In carrying out his duties,** the State president will be "altogether independent of any vote in Parliament."
- **All laws will be validated by his personal signature** and he may, at his own discretion, relieve the first minister or dissolve Parliament.
- **Parliament will consist of not more than 150 members** and the present cabinet will be replaced by a Community Council representing the "spiritual, cultural, economic, social and political interests of the community and the groups within it."
- **The first minister and the Community Council** shall carry on the government with a majority in Parliament. If defeated by an opposition vote the State president would decide if the vote was valid.

Practical measures to restore the Boer nation in South Africa were first proposed on June 4, 1918 when 14 Boer leaders met at a Transvaal farm, near Krugersdorp. All hope of victory for the Kaiser in Europe had gone; through Afrikanerdom there lingered the sullen apathy of the vanquished and fear of economic extinction.

The 14 men of Krugersdorp laid the foundation for the future by forming themselves into a brotherhood "to the good right of the Afrikaner cause". They called it the Broederbond, or Band of Brothers.

On Dec. 9, 1919 — said by many to be the Broederbond's true date origin — 75 members signed a declaration affirming that the brotherhood represented the Boer State. They took oaths of allegiance to the Broederbond which, because it was treasonable, immediately became a secret society.

It was not until 1934 that leading Afrikaans newspapers published extracts from the Broederbond's constitution with an appeal for all Boers to recognize its leadership in national affairs.

The appeal was accompanied by a statement issued by the Broederbond which said:

"The primary consideration is the destiny of Afrikanerdom to be sole owner of South Africa.

"Brothers, our solution of South Africa's ailments is not whether one party or another shall obtain the whip hand, but that Broederbond shall govern South Africa."

I. A. Lombard, then secretary-general of the Broederbond, explained this as meaning that the society, as the State, would "put its feet on the necks of the English-speaking foreigners."

The prologue to the brotherhood's constitution contained the roots from which all Nationalist policies have grown:

▶ **The highest aim of the Broederbond** must be honorable service to Afrikanerdom and the establishment of the Afrikaner dominion, untainted by foreign impurities.

▶ **The Broederbond is born out of a deep conviction** that the Afrikaner nation was put in this land by God and is destined to continue in existence as a nation with its own nature and calling.

From the beginning the Broederbond has been the intellectual source of all Boer political programs.

Broederbond experts submit proposed policies to the Supreme Committee of the brotherhood for approval before they are handed to the Nationalist Party as election platforms.

These cover the native question, immigration, language instruction, national education, economic and industrial development and fiscal matters.

The Broederbond does not publicize its sponsorship or authorship of such policies. This is left to the Nationalist Party, the Broederbond's political front. It has been customary since 1935 for the Supreme Committee to be the Nationalist Party "shadow" cabinet.

The seven cardinal principles of Boer policy which have remained intact since first conceived by the Broederbond are reputed to be:

- **Elimination of all outside loyalties** which might conflict with Boer independence.
- **Imposition of Afrikaans** as the only rightful language.
- **Segregation of all non-White races** and their independent development under the guardianship of White rulers.
- **An end of exploitation of natural resources** in South Africa by foreign intruders.
- **Nationalization** of the money market.
- **Afrikanerization** of public life and education in accordance with a Christian National spirit and suppression of all development considered dangerous to the State.

The Broederbond controls agencies which handle all aspects of Afrikaner life:

▶ **FAK (Federation of Afrikaner Cultural Organizations)** was set up in December, 1929, to coordinate cultural, religious, educational, economic and language societies throughout South Africa.

▶ **The Economic Institute** was established four years later to weld Afrikaner economy into a potent force designed to lift the Boer farmer from his status as a poor White.

▶ **The Institute of Christian National Education** was formed by the Broederbond at the request of the Dutch Reformed Church to ensure the adherence of all Boers to Calvinistic Protestantism.

▶ **SABRA (South African Bureau of Racial Affairs)** came into being after the Nationalist electoral victory in 1948 to sponsor, explain and enforce the policy of Apartheid.

Through these agencies and through the Nationalist Party which it governs, the Broederbond controls the government, the armed forces, national education and, with an interrelated system of banks, trusts and insurance companies, the entire Boer economy.

English-speaking South Africans, traditionally ignorant of Boer affairs — 70% of Opposition MPs cannot speak Afrikaans—have never seriously challenged the secret growth of Broederbond power.

They have never fully appreciated that the word **Kultuur** in Afrikaans has a different connotation to its English translation. It implies politics and economics rather than art.

But moderate Boers who want to bridge the gulf between the two white peoples in the interest of a united South Africa have branded the Broederbond as "a grave menace to the rest and peace of our social community."

In 1935, General J. B. M. Hertzog, whose life was dedicated to a united South African republic, not a Boer Republic, declared that the Broederbond had taken control of national education away from the government.

"I know of few towns or villages," he said, "where the Broederbond has not established for itself a nest of five, six or more Boers to serve as the focal point for Broederbond propaganda, and I also know that there is hardly a single nest upon which there isn't at least one Broederbond teacher sitting as a hatcher."

In 1942, Field Marshal Smuts described the Broederbond as — "a dangerous, cunning political Fascist organization, a sort of Gestapo, of which no civil servant, if he is to retain his loyalty to the State and to the administration, can be allowed to be a member."

Two years later, Smuts gave all civil servants the choice of resigning membership of the Broederbond or leaving the government service.

Nearly every Afrikaans-speaking civil servant resigned and among the most notable was W. C. du Plessis, then an under-Secretary of State for External Affairs.

The Broederbond rewarded his loyalty by appointing him Nationalist Party candidate in Smuts' own constituency. Du Plessis won the seat from Smuts in 1948, when the Nationalists swept to power.

He returned to his diplomatic career with appointments to Ottawa as high commissioner and more recently to the U.S. as ambassador. His Excellency has served the Brotherhood well.

Smuts, always striving to erase the anguish of the Boer War so that South Africa could mature peaceably, recognized in the Broederbond a ruthless and relentless enemy. In 1947 he told the South African parliament:

"Across the floor of this House sit members, not of His Majesty's Loyal Opposition, but of a brotherhood of misery and hate."

In the sharp exchange that followed, Dr. Malan accused Smuts and all moderate Boers of being "indifferent to their heritage and the tools of strangers."

The Broederbond, as author of apartheid, has inspired official Nationalist segregation policies, which call for the transfer of all Africans to reserves so that they can form a "Black State" within and under a "White State".

The Nationalists say they are doing this by stages.

In fact, nothing is being done and the $500,000 allocated to this purpose 10 years ago has never been spent.

The reason is that Broederbond planners secretly acknowledge that a mass return to the reserves is not possible for at least a hundred years.

There are already four million natives eking out a tribal existence in reserves capable of supporting only half that number. If the five million urbanized natives were to be returned to the reserves there would be wholesale starvation.

The wealth of South Africa lies not in the ground but beneath it. That is why the Broederbond has been agitating to annex the British protectorates of Swaziland, Bechuanaland and Basutoland which could be turned into additional reserves.

The Broederbond is said today to have more than 4,000 members. They have been invited to join because of the leading positions they hold in their respective communities and because the purity of their strain is unquestioned.

It has been likened at times to the Masonic movement, but it is more of a unique Western parallel to the Central Committee of the Soviet Communist Party.

Lombard said in 1945:

"We have the allegiance of all Afrikanerdom because we are the State."

When the 14 founders met in Krugersdorp 42 years ago, their task was to inject a crusading fervor into Afrikanerdom.

The cohesion of nationalistic spirit was ready-made in the vividness of its memories and grievances — the way in which British Imperialism pursued the Boers who trekked north to escape its influence; the Boer War; the concentration camps for women and children; and an alleged British discrimination against the Afrikaans language.

They sought to establish from these ancient hurts a force that could heal the divisions within Afrikanerdom. Their success is everywhere today and republicanism now is not based so much on anti-British sentiment as it is on an "inspanning" desire for isolation and freedom from outside pressures.

It is a form of "White Nationalism" which is bound to clash with "Black Nationalism" moving down from the north.

Dr. N. Diederichs, Nationalist MP and a member of the Broederbond's Supreme Committee put it this way after the 1948 election:

"We Afrikaners want unblemished title deeds. A hyphenated citizenship blots the establishment of an unhyphenated nation in which the Broederbond is our own centrifugal dynamic force."

This is nationalism isolated in a house without windows and unhealthily filled with mirrors and self-adulation.

May Revise West Indies Trade Pact

By JOHN IRWIN

PORT OF SPAIN, Trinidad (Staff) — Canada may have to renegotiate its trade agreement with the West Indies as result of the federation's new customs union plan announced here.

The plan provides for free trade between Jamaica, Barbados, Trinidad, Leeward and Windward Islands and a common external tariff.

It is considered a real triumph because pact politicians and officials from 10 islands got together and by discussion overcame apparently irreconcilable differences especially between Jamaica and Trinidad.

The plan gives great hope for the federation.

It proves the islands have enough trained technicians to put together a very involved document, which stands a good chance of being accepted at the forthcoming inter-governmental conference.

There's no doubt the West Indies is anxious to maintain its preferential position in the Canadian market.

Therefore our position as a trading partner will be maintained. But it could be strengthened.

Lay First Leg Of Gas Trunk

Gas Trunk Line of British Columbia has completed the first 52 mi. of its pipeline system in northeastern B.C. in the record time of 30 days.

The line, which extends from the Buick Creek gas field north and west of Fort St. John to the Laprise Creek field, will transport gas from newly established reserves to the **Westcoast Transmission Co.** pipeline.

Crews are now moving to the Boundary Lake pipeline which will be built by Gas Trunk. This 16-in. diameter line will join Taylor with the Boundary Lake field to the northeast.

More than 520 persons are employed on the project. Engineering is under way now on the second phase of the project which will include a 30-in. mainline pipeline system from Chetwynd north to Fort Nelson, a distance of approximately 250 mi.

The entire project will cost around $93 million.

SOFT DRINKS PLANT

Royal Crown Cola Ltd., opened its new plant at 100 Sunrise Ave., in Metro Toronto this week. Costing around $1 million, plant contains 45,000 sq. ft. and is located on a five-acre site. It will produce bottled and canned beverages for the Metro area and will distribute its six flavors of carbonated beverages to bottlers across Canada. Norman Ranney, president, said: **"We intend eventually to franchise approximately 100 independent, locally-owned bottlers throughout the country."** Architect was **Allan J. Crawford,** Clarkson, Ont. Consulting engineer, **Lance Ward,** Port Credit, Ont.; General contractor, **Droge Construction,** Clarkson.

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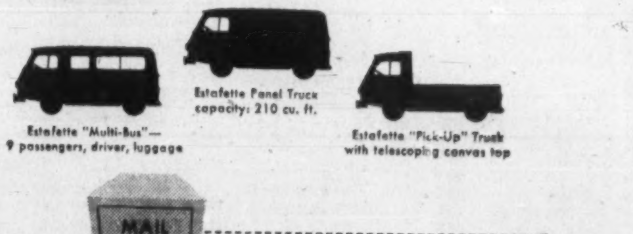

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New Symbol Marks Prestige Designs

OTTAWA (Staff) — This new symbol of industrial design quality and prestige will begin appearing on selected Canadian products next month.

The symbol has been adopted by the National Industrial Design Council to identify winners in its new Designs of Merit program.

The Design of Merit awards will be made continuously — not just once a year as is the case with the council's annual Design Award competition. Design of Merit winners will be eligible for the annual awards.

It is felt the immediate recognition of design accomplishment will help create more interest in good Canadian design.

So far, four products have won the right to use the symbol on special tags, labels and advertising identifying them as Merit winners.

Norman M. Hay, outgoing executive director of the NIDC and chief of the National Gallery's industrial design division, told **FP** the Designs of Merit program is intended to draw attention to Canadian products that are intelligently planned and produced, and which advance the standard of design in Canada.

"The NIDC is not interested in promoting imitations of products successful in other countries."

Hay added:

"During the first years of the Design Awards and Design Index programs, articles were judged by national rather than by international standards and so, if a product was an improvement over an existing Canadian product in its field, it was thought worthy of attention and encouragement.

"But this is no longer true. The Designs of Merit committee is looking for products which have significance in the total design scene."

The committee comprises top Canadian industrial designers, architects, manufacturers and research officials appointed by NIDC to screen the scores of products submitted.

Manufacturers may submit new products any time. Entry forms are available from the Design Centre, Ottawa.

The symbol was designed by Norman E. Hallendy, former staff designer of NIDC who is now with the Northern Affairs Department.

One of the four winners is the **Commodore Portable Typewriter Co.,** 680 King St. W., Toronto, for its portable typewriters No. 1500 (standard) and No. 1000 (de luxe).

Both are produced mainly for export. The latest bulletin of the Design Centre says the company has been in the export field for about 18 months.

Last year it sold 10% of its gross in the U. S. — this year the figure may reach 60%.

The Design Bulletin says that "perhaps the most saleable point about this typewriter is its price."

"Since it retails at approximately $74.50 for the standard version and $99.50 for the deluxe model, it can compete in the U. S. with U. S.-made machines."

Another winner is "Kool-top" mattresses Nos. 1211, 1212, 1201 and 1202, designed for cribs by F. C. Holton of Winnipeg and manufactured by **H. J. Coles Ltd.,** 98 Northline Rd., Toronto 16.

The mattresses have a special ribbed top covered by two layers of terrycloth stretched over a wire frame which permits breathing in a face-down position.

The two other Merit winners:

- **Chair Series II** designed by Walter S. Nugent and manufactured by **Walter Nugent Designs,** 174 Rebecca St., Oakville, Ont.

Its back and seat are a single steel frame fastened only to the chair base but ingeniously bent so that the back is self-supporting.

The chair's frame is oiled walnut. The basic steel frame, covered with a canvas sleeve, then foam rubber, can be zippered into its upholstery.

- **"Convexionaire" heaters** EG-45-RH and 35-ORH manufactured by **Clare Brothers Ltd.,** 223 King St., Preston, Ont.

Made of steel, they feature double casing with safety sides and top that cannot burn or scorch. Convection currents emit warm air at up to 300 FPM without use of a fan.

ANNOUNCEMENT

POWERLITE PERSONNEL APPOINTMENT

KENNETH M. MacKENZIE, P.Eng.

Gordon E. Wallace, P.Eng., General Sales Manager of Powerlite Devices Ltd., Toronto, announces the appointment of Kenneth M. MacKenzie, P.Eng., as Central District Sales Manager in Toronto. Graduating from the University of Toronto in electrical engineering in 1951, Mr. MacKenzie was a power engineer with the Toronto Hydro-Electric System before joining Powerlite in 1954 as a sales engineer. For the past five years he has been located in the company's Montreal office, covering the Ottawa Valley and Federal Government Departments. He recently obtained his diploma in the Management and Business Administration course at McGill University.

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Southern Canada Earnings Up 6.5%

MONTREAL (Staff)—Net profit of **Southern Canada Power Co.** for six months ended June 30 was $1,033,578, equivalent to $1.96 a common share.

This compares with $1,010,629, or $1.91 a common share, in the first six months of 1959.

Company which supplies electric light and power in southern Quebec is controlled by **Shawinigan Water & Power Co.**

Gross earnings for the period were $7,135,194, an increase of 6.5% over corresponding 1959. Operating expenses at $4,925,413 were 8.4% higher.

Sales of electric appliances at $855,059 added 11,444 kw of load to company's system. Customers at June 30 totaled 91,608, an increase of 649 in the period.

A 9-mi. 48,000-v transmission line, brought in from St. Hilaire, is now supplying Southern Canada Power's new St. Bruno substation. It went into operation at the end of July.

	6 mos. ended June 30 1960 $	1959 $
Gross earnings	7,135,194	6,701,521
Exp., int. & depr.	4,942,435	4,564,615
Taxes	1,159,181	1,126,277
Net profit	1,033,578	1,010,629
Dividends	748,112	748,112
Surplus	285,466	262,517

NEW SALES OFFICE

J. A. Wilson Lighting & Display Ltd., has opened a new Ontario district sales office and showroom at 130 Merton St., in central Toronto. Office also has a schoolroom demonstration area, complete with chalkboards plus descriptive displays of components, etc., for architects, engineers and consultants.

Rubber Bumpers Save Repair Bills

What happens when you put rubber "falsies" on trucks?

Why, you save money, says Morgan Fisher, general sales manager of **Fisher Bread Co.,** Galt, Ont.

He operates a fleet of 70 trucks and mounting repair bills due to damaged bumpers so exasperated him, he decided to replace metal fenders with rubber ones (**FP**, July 2, 1960).

Only **Rootes Motors (Canada) Ltd.** could supply rubber fenders — for the 15 Commers included in the fleet.

They resembled metal fenders in design and when covered with chromium paint the difference was almost imperceptible.

"Those 15 trucks have hardly cost me a cent in repair bills since," beams Fisher. "The fenders bend when hit but they never tear or show any signs of wear. The only expense has been the initial cost of installation."

Businessmen Telling U.S. How Canada Works, Lives

Two semi-retired Canadian businessmen are taking Canada's story to the U. S. "because we feel it is needed."

It's an unofficial, personal effort by J. M. Skinner of Windsor and John W. Spitzer of Toronto.

The information vehicle: An informal, chatty booklet called "Sometimes We Are Shocked by How Little You Know About Canada."

They collected, prepared, published and paid for the booklet, which ranges through briefings on our government system, weather, population, trade and business conditions to Canadian "firsts" in scientific and technological development.

In the pot-pourri of data, the authors drive home the Canadian viewpoint on U. S. investment here.

A sampling:

"**. . . Sometimes it worries us that the control and direction of these companies is almost wholly in the U. S.,** giving us little right to direct or advise . . . Whether nationalistic pride is good or bad, we have it . . . and we like to feel we have something to say about what is made in Canada from our own materials."

The booklet also sets the record straight on

- **Lend-lease** and foreign aid. We have not been beneficiaries of U. S. payouts.
- **In 10 years to 1959, we bought** $7,500 million more from U. S. than the U. S. bought from us.
- **Canadian tourists** leave about $100 million more each year in U. S. than we receive from U. S. tourists.

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/ *The Pulse of the People*

Roger Woodward, age 7, recuperates at home with his sister, Deanne, following his plunge over the Falls.

THE BOY WHO FELL OVER NIAGARA FALLS

What are little boys made of? How could a 7-year-old lad survive a plunge over Niagara Falls when the best laid plans of mighty men have failed? Here was a phenomenal, human-interest story of the rescuers and the rescued. This complete story and the stories of the deliberate attempts of people to go over the Falls appeared recently in two consecutive issues of Weekend Magazine and its French language edition, Perspectives — and with good reason. People enjoy reading about people and Weekend Magazine/Perspectives is definitely edited for people . . . millions of them. Our editorial thinking revolves around people and our editors are dedicated to their job of providing people not only with the best reading but the reading they like best. This is why Weekend Magazine and its French language edition Perspectives enjoy the family acceptance and reader interest of more people, by far, than any other magazine in Canada.

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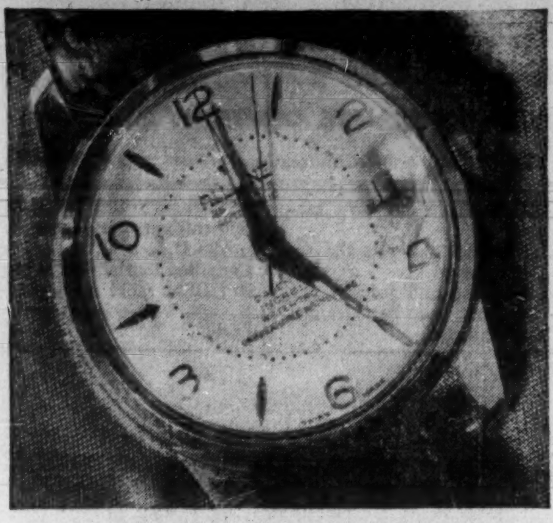
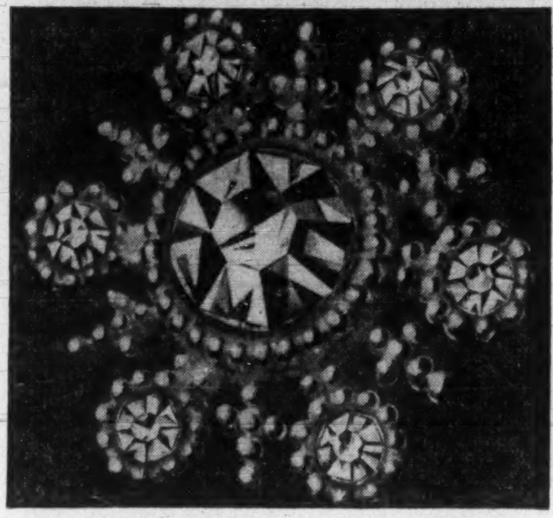


Watches precisely



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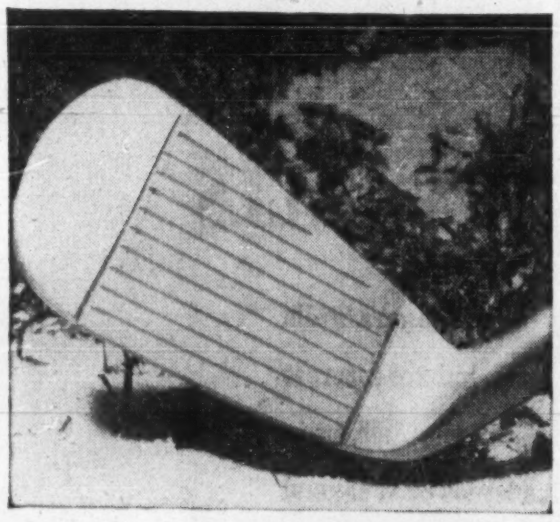

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Why Power Team Jumped to Steam

Canadian Westinghouse Co. and John Inglis Co. joined forces to produce big steam turbine generators and cash in on the growing role of thermal generation.

The new team fills the last major gap in the heavy electrical industry's striving for complete self-sufficiency, offers promise of growth and steady employment.

By 1965, Canada will have some 28 million kw in generating capacity, of which 22 million kw will be hydro and six million kw thermal.

But, by 1980, conservative estimates place thermal generation capacity at 27 million kw out of a total of around 76 million kw.

That's why the move of **Canadian Westinghouse Co.,** Hamilton, and **John Inglis Co.,** Toronto, to join forces to produce big steam turbine generators in this country carries significant promise for this country's heavy electrical industry in the future.

Of the nine million kilowatts generating capacity which **Ontario Hydro** alone will have by 1965, some 3.3 million kw will be thermal. But, by 1980, thermal in Ontario will be 15.3 million kw of a total of 21.7 million kw.

From 1980 onward, the trend to thermal plants will spiral even more steeply.

Steam turbine generating equipment will grow to dominate the power field because it can be fueled now by coal, gas, fossil and shortly atomic fuel.

As hydro resources continue to decline, industrial centres will be more dependent on thermal generation for power.

In the past quarter century, maximum thermal efficiencies have risen from less than 25% to close to 40%. By contrast, hydro-electric power, with little latitude for further improvement in over-all efficiency, has lost some of its competitive advantage over other sources of electricity.

On top of this, there are the disadvantages of a heavier capital investment at the outset for hydro stations and the economic necessity of installing a great deal of plant and equipment at once instead of bit by bit as can be done with thermal stations.

It's possible now to get as much electricity from 1 lb. of coal as from 6 lb. some 30 years ago.

It all adds up to a big future for the heavy electrical equipment producers — who traditionally have been the backbone of the electrical manufacturing industry.

The splitting of manufacture, whereby Inglis makes the turbine in its Scarborough, Ont., works while Canadian Westinghouse manufactures the electrical generator units at Hamilton, cuts costs.

This, plus a Department of National Revenue ruling which now calls for a tariff rate of 15% British Preferential, 22% most favored nation, and 30% general, will enable the companies to bid on Canadian thermal plants competitively from now on.

They have already entered a bid for two 300,000-kw steam turbo generators for Ontario Hydro's Lakeview plant. With Canadian content about 90%, this order alone would provide about two million man hours of Canadian skilled labor.

Winning this contract alone, a Canadian Westinghouse spokesman told **FP**, would mean increased employment in its motor and generator division. Over the past two years, there have been substantial layoffs of highly skilled personnel. Initially, a large contract would mean rehiring many of these people rather than new employment.

It would take an estimated $30 million at least to build a plant now in Canada to manufacture steam turbine generators. Sharing of production facilities and cost-splitting will put the two companies into a highly favorable position.

It's conceivable that, with the rapid growth of thermal generation in Canada, each firm might go its own way—in perhaps 10 years—when the market will be big enough for them to operate separately.

In an industry already beset with employment problems and fierce competition from foreign firms, this filling of the last major gap in the heavy electrical industry's striving for complete self-sufficiency, offers bright promise of future growth and steady employment.

George L. Wilcox, president of CW, has estimated that the market for utility-type steam turbo generators will average $15 million a year for the next five years.

Humphrey B. Style, president, John Inglis, said demand for such equipment in the next five years could result in employment by the manufacturers, their suppliers of raw and semi-processed materials and in the supporting service industries of 12 to 16 million man-hours of work per year, with a substantial portion of this in the skilled labor and engineering fields.

His firm has installed special capital facilities, including costly test equipment for the manufacture of steam turbines, capable of producing any size required by utilities.

Inglis has just completed manufacturing the steam turbine generator for Ontario Hydro's Thunder Bay plant. Previously, all major steam turbine generator sets in Canada came from abroad.

ANNOUNCEMENT

G. H. SHEPPARD · A. C. ASHFORTH · MRS. D. W. HAAG · JOHN D. ARNUP, Q.C. · HON. FRED M. CASS, Q.C.

Mr. H. E. Langford, Q.C., Chairman of the Board of Regents of Victoria University, announces that General Council of The United Church of Canada has made the following new appointments to the Board of Regents: Mr. G. H. Sheppard, President, International Business Machines Company Limited; Mr. A. C. Ashforth, President, The Toronto-Dominion Bank; Mrs. D. W. Haag, President, Victoria College Alumnae Association; Mr. John D. Arnup, Q.C., Chairman, Legal Education Committee of the Law Society; and the Honorable Fred M. Cass, Q.C., Minister of Highways.

Company Reports

Natural Gas

INLAND NATURAL GAS CO., Vancouver, consolidated net profit for its second full operating year ended June 30, 1960, was $559,089, an increase of 379.6% over previous year's $147,271.

Natural gas sales increased by 172.9% in fiscal 1960.

Contract was signed June 15, 1960, to supply natural gas to kraft pulp mill of **Celgar Ltd.** at Castlegar, B.C. Contract provides for service starting late this fall, with daily deliveries up to 4½ million cu. ft.

Contract has also been signed to supply natural gas to **Craigmont** mining property near Merritt, B.C. Deliveries are scheduled to start around Feb. 1, 1961.

Capital expenditures in fiscal 1960 totaled $1,088,000 by company and $145,000 by wholly owned **Canadian Northern Oil & Gas Ltd.** Capital expenditures for ensuing year are expected to approximate $1 million.

Canadian Northern sold 2,212 million cu. ft. of gas (4,000 million previous year) to **Westcoast Transmission Co.** and 222 million (440 million) to **Peace River Transmission Co.** The considerable decrease in sales from previous year resulted from a lowering in the field pressure and formation water coming into some of the wells. Steps are being taken to try to remedy this. Outlook for 1961 is somewhat brighter, President J. A. McMahon reports.

The new Jedney-Bubbles gas field, in which Canadian Northern has a 3.75% interest, went into production November, 1959. Eleven wells are producing. Additional ones have been drilled and will be connected to the gathering system as soon as possible.

St. John Gas & Oil Co. sold 150 million cu. ft. (192 million a year earlier) of gas to Westcoast Transmission and 2,430 (2,780) barrels of oil to **Pacific Petroleums Ltd.**

Grande Prairie Transmission Co.'s gas sales amounted to 656 million cu. ft. (603 million), up 8.7%. Peace River Transmission's sales declined 8.4% from 1,300 million cu. ft. because of warmer weather and closing for alterations of a gas-using oil refinery.

Company intends to apply for permission to supply gas to communities in East Kootenay region of British Columbia.

CONSOL. INCOME ACCOUNT

Years Ended June 30:	1960	1959
Net oper. income	$2,271,350	$1,770,074
Add: Prof. sale inv.	50,228	2,165
Prof. sale f.a.	♦7,386	......
Net earnings	2,314,192	1,772,239
Less: Depr. & depl.	220,358	208,298
Interest	1,451,009	‡1,321,578
Amort. disc. & exp.	43,966	44,249
Inc. tax	39,770	50,843
Net profit	559,089	147,271
Less: Pref. divds.	250,000	250,000
Surplus for year	309,089	†102,729

†Deficit.
♦Loss.
‡After $37,419 in 1959, charged to construction.

Earnings per Share and Dividend Record:	1960	1959
5% Pref.	$2.24	$0.59
Paid	1.00	1.00
Common	0.13	♦0.04
None paid.		
Shares o/s at June 30:		
5% Pref., $20 par	250,000	250,000
Common, $1 par	2,341,300	2,341,300

CONDENSED CONS. BALANCE SHEET

As at June 30:	1960	1959
Accts., etc., rec.	$426,226	$324,613
Inventories	389,412	489,631
Prepaid exp.	35,775	34,379
Total curr. assets	851,413	848,623
Mtge rec.	33,229	29,739
Oil & gas rts.‡	1,712,382	1,832,768
Mkt. development	758,972	746,152
Fixed assets*	29,640,456	28,684,547
Misc. assets	2,040,260	2,136,586
Total assets	35,034,712	34,278,415
Due bank	3,383,673	2,280,913
Accts., etc., pay.	1,099,055	983,815
Funded debt due	600,000	......
Total curr. liabs.	5,082,728	3,264,728
Def. inc. tax	......	88,771
Funded debt	20,970,500	22,170,500
Capital stock	7,341,300	7,341,200
Prem. on shs.	1,156,714	1,156,714
Earned surplus	483,470	256,402
*After deprec. of	544,205	391,504
‡After depl. of	376,143	147,283
Working capital♦	4,231,315	2,416,105

♦Excess of curr. liabs. over curr. assets.

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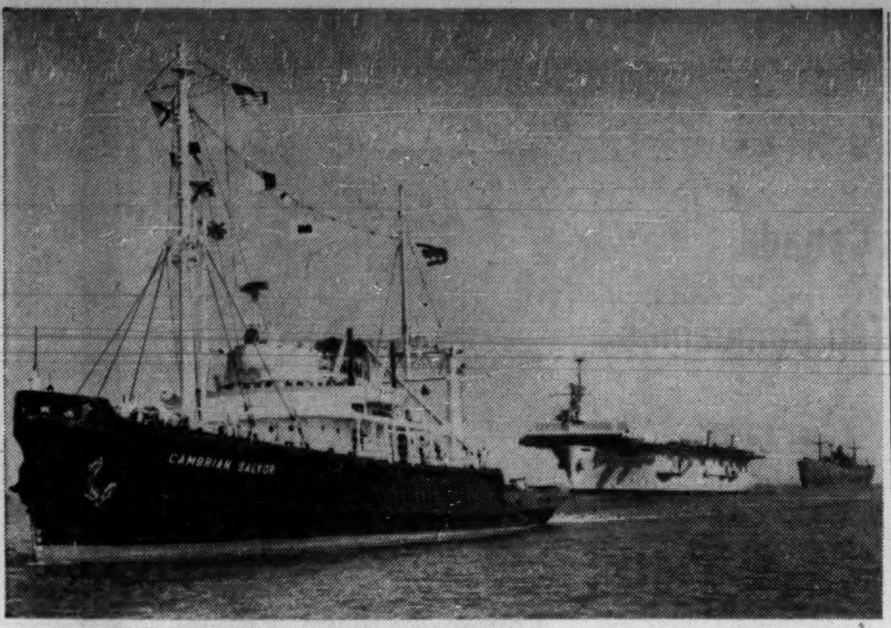


DEEP SEA TUG Cambrian Salvor tows old hulls to scrap yards across the ocean.

ANNOUNCEMENT

NEW BNS DIRECTOR

DR. NORMAN A. M. MacKENZIE, C.M.G., M.M. and Bar, Q.C., LL.D.

A prominent Canadian educator Dr. Norman A. M. MacKenzie has been elected a director of The Bank of Nova Scotia. Dr. MacKenzie, a native of Pugwash, N.S., is President of the University of British Columbia and formerly President of the University of New Brunswick. He is also an authority on international and constitutional law. He has represented Canada at Commonwealth Conferences, sat on Conciliation Boards and Royal Commissions and has made notable contributions to the work of numerous legal, educational, and public service organizations. He had a distinguished service record in World War I and was Chairman of the Canadian Wartime Information Board from 1943-45.

Lots of Life In Tugs Yet

By JAMES K. NESBITT

VICTORIA — Canada's dwindling role in maritime affairs got a long-overdue boost by the recent merger of the **Island Tug & Barge Co.** of Victoria, B.C., and the **McAllister Brothers Towing Co.** of Montreal and New York.

It brings under unified control the salvage, rescue and towing operations of 180 tugs and barges in the Atlantic, the Gulf of Mexico, the Great Lakes and across the Pacific to Japan.

But it is expected that the major growth in the new single company will be in the Great Lakes and the St. Lawrence Seaway.

Island Tug owns 30 vessels, including the 1,400-ton, 220-ft. 3,000-hp Cambrian Salvor and Sudbury II, which tow old freighters and aircraft carriers across the North Pacific to shipbreakers in Japan.

McAllister has 50 tugs and 100 barges, and does most of the big ship handling in Montreal harbor, as well as work in New York, Philadelphia and Norfolk.

Island Tug's fleet is worth about $8 million. It has 300 employees in Victoria and Vancouver, with a payroll of more than $1.5 million a year.

Island Tug is the parent company of **Young & Gore Tugboats** of Vancouver, **Victoria Tug Boats** and **British Columbia Salvage Co.**

This whole enterprise started in 1925 when 24-year-old Harold B. Elworthy, a smart, ambitious, hard-working young man in the employ of **Pacific Salvage Co.** owner Arthur Charlton Burdick, was told by his boss to organize a tug company.

ELWORTHY

Elworthy set to it with a burst of energy that has never let up.

He has bought old sailing ships and converted them into barges for carrying lumber chips and sawdust. He has sent his tugs out to haul big ships off rocks, to unscramble freighters that crashed together. Mostly he has won.

Elworthy, president of Island Tug, has his three sons in the business with him — Arthur, executive vice-president; Donald, vice-president, operations; and Gordon, chief despatcher.

Gordon and Donald got their sea legs more than 10 years ago, when they shipped aboard the tug Snohomish as crew, towing a huge barge, loaded with six tugs, down to Buenos Aires.

Donal McAllister of McAllister Brothers has become assistant to the president of Island Tug.

Island Tug's toughest job is towing empty vessels across the Pacific to Japan.

Sometimes the tugs Cambrian Salvor and Sudbury II haul two ships at the same time on the 40-day voyage to Yokohama or Kobe.

This long-haul business will go on for years, as the U. S. Maritime Commission releases the thousands of World War II ships that are tied up in U. S. ports.

Elworthy, in his young days with Pacific Salvage, and as head of operations for Island Tug, was involved in some of the most famous shipwrecks in Pacific Coast history.

The most spectacular must have been when the **Canadian Pacific's** 21,000 ton liner Empress of Canada, ran on a rock at Albert Head, a few miles off Victoria, one foggy morning in 1931.

Salvage ships and tugs worked more than 24 hours to free her. If the wind had changed the gleaming white Empress could have been beaten to a pulp in a few hours.

Elworthy, whose grandfather Richardson arrived a century ago in a sailing ship around Cape Horn, has gathered mementoes of the sea at his Victoria head office — figureheads from the bows of old sailing ships; anchors and chains and lanterns and ship's brass bells, lifeboats, and lifejackets. Around them he has built a garden, furnished with benches on which old seadogs sit in the sun, smoke their pipes and spin yarns for tourists.

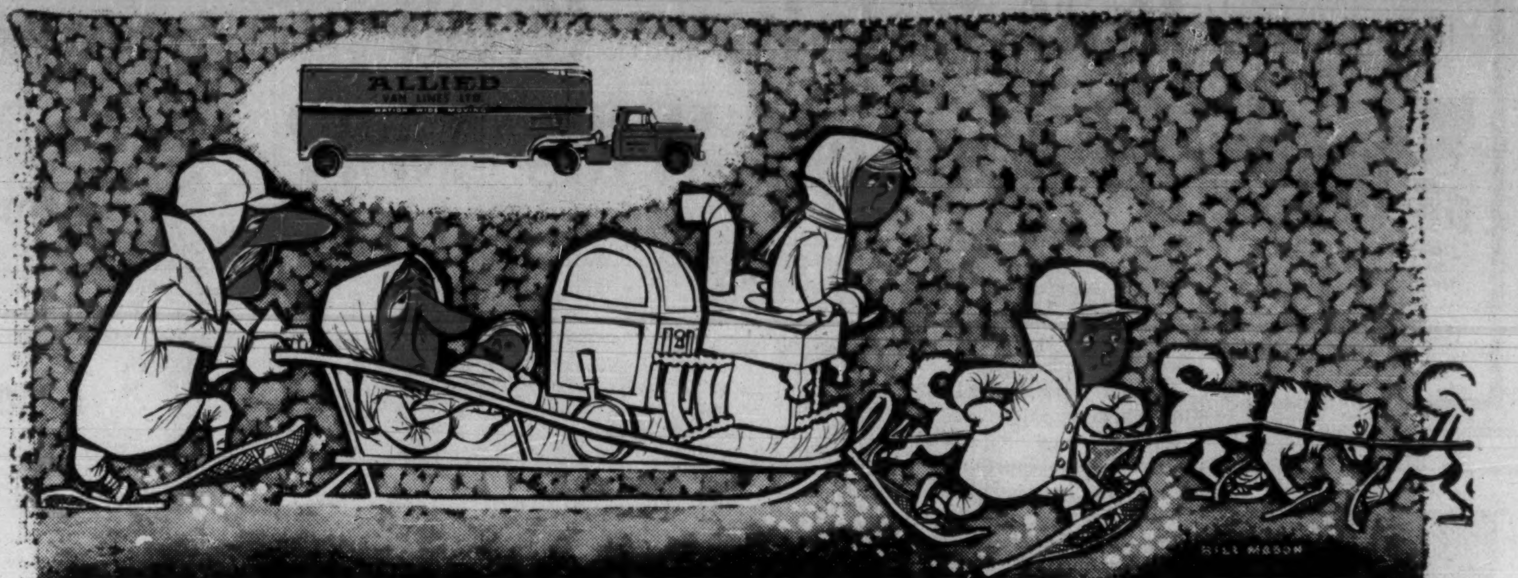
Years ago Elworthy bought the old coastal vessel Princess Mary and hauled her up on dry land across the road from his garden and turned her into a seafood restaurant.

The place became so popular, he took part of an old freighter, and added it to the Princess Mary.

The Princess Mary's old dining saloon turns Elworthy a nice profit and, when office routine weighs heavily on an old salt, it's just a short dash across the road for coffee and memories of a colorful past.

Imperial Bank's New Promotions In Staff Changes

R. A. ANDERSON, to be accountant, St. Clair and Boon, Toronto.
J. R. ASSELIN, to be accountant, Quebec City.
G. J. BENEDICTSON, to be accountant, East End, Calgary.
R. BIGGAR, to be accountant, Lundy's Lane and Dorchester, Niagara Falls, Ont.
R. L. CARTER, to be an assistant supervisor, head office, Toronto.
J. I. V. DAVIDSON, to be manager, Matheson, Ont.
F. H. EFFA, to be accountant, Broadway & Cambie, Vancouver.
J. W. FRASER, to be accountant, Red Deer, Alta.
A. E. FRIESEN, to be accountant, Calgary.
R. W. GURNEY, to be manager, Natal, B.C.
D. L. HOWELL, to be manager, Albert and Victoria, Regina.
J. HUGUENIN, to be accountant, 1448 Peel St., Montreal.
W. L. JOHANSON, to be accountant, Golden, B.C.
L. J. KLASSEN, to be accountant, Eckville, Alta.
G. W. KYDD, to be accountant, Queen and Carlaw, Toronto.
R. A. MANN, to be accountant, Bridge St., Niagara Falls, Ont.
E. G. McBRIDE, to be manager, Runnymede and Annette, Toronto.
A. MICHALLS, to be accountant, Burlington, Ont.
W. I. MURDOCK, to be accountant, Medicine Hat.
C. W. K. PICKETT, to be accountant-in-charge, Redcliff, Alta.
E. R. REYNOLDS, to be accountant, Avenue Rd. & Fairlawn, Toronto.
W. D. SEIBEL, to be accountant, Regina.
J. M. SHOUP, to be manager, Longlac, Ont.
K. SJAARDA, to be accountant, South Porcupine, Ont.
D. G. S. STALEY, to be accountant, Broadway and Willow, Vancouver.
J. P. SUTHERLAND, to be accountant, Meadow Lake, Sask.
J. J. TESSIER, to be accountant, Prince Albert, Sask.
A. A. THIESSEN, to be accountant, Vernon, B.C.
W. D. THOMAS, to be manager, Lawrence Ave. E. and Markham Rd., Toronto.
D. J. TUNNEY, to be accountant, King and Market Branch, Toronto.
J. D. WADDELL, to be accountant, 102nd and 124th St., Edmonton.
F. T. WATTERS, to be manager, Verdun.



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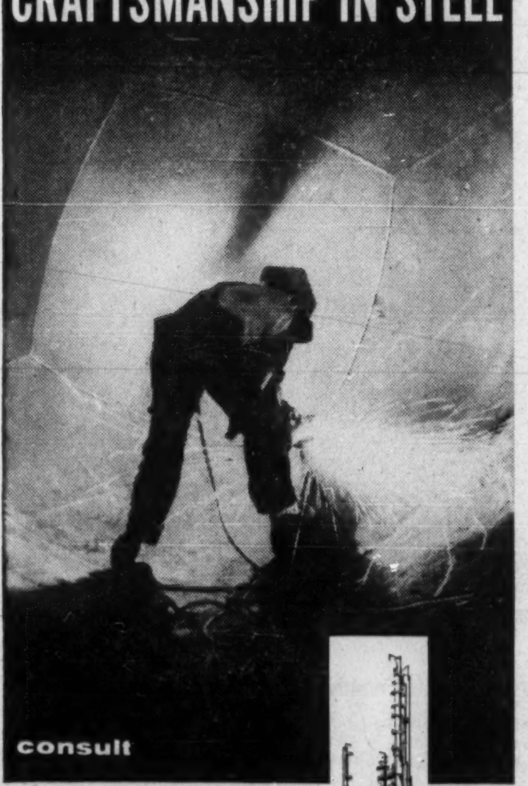

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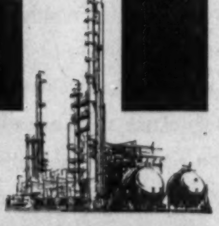

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ANNOUNCEMENT

STUDEBAKER APPOINTMENT

PAUL H. DURISH

Appointment of Paul H. Durish as Advertising and Sales Promotion Manager of Studebaker-Packard of Canada, Limited, is announced by Gordon E. Grundy, President. In his new position, Mr. Durish will co-ordinate the company's advertising, sales promotions, and public relations activities. For the past year Mr. Durish has been assistant advertising and sales promotion manager of the company. Prior to his association with Studebaker he obtained wide experience in the printing business, followed by advertising and sales promotion responsibilities for a major supplier to the automotive industry.

Will Relatives Rush To Contest Wills Now?

A recent court judgment may encourage disappointed relatives to take weak inheritance claims to court in the hope of forcing favorable awards.

A man who was left out of his deceased wife's will was awarded a small share by the court, apparently on the grounds that he would be discouraged from pursuing litigation at the expense of the other heirs.

By ROBERT TRESILLIAN

Robert Tresillian is the pseudonym used by a panel of lawyers who comment on legal matters for **FP.**

A recent Canadian case concerning a husband's right to participate in his estranged wife's estate presented some interesting questions.

Upon her death a wife by her will divided her estate between her other relations leaving nothing to the husband whom she had married quite late in life.

The honeymoon had not been long over when happy relations between the newlyweds had ended. The husband proved to be extravagant and violent and the couple finally broke up after a stormy trial at wedlock.

The wife was a moderately successful business-woman and during her lifetime had retained control of her property.

The husband had not applied himself regularly at his occupation, ordinarily a remunerative one, and in the opinion of the Court it was due to his rather irregular habits that he found himself financially pressed at the time of the litigation.

In the case in question he had commenced an action under a statute to be found on many of the Canadian provincial statute-books, known in Ontario as the Dependents' Relief Act.

That law, which originated in New Zealand, as the name implies is intended to permit a court to make a provision for the relief or maintenance of members of the family dependent on the deceased where the deceased has not by his will adequately provided for them.

The dependent may shew to the judge why he or she was particularly entitled to the testator's consideration, and the judge in his discretion may curtail the gifts made by the will to others for the purpose of taking care of such claim.

By its very nature this statute is directed chiefly at the situation where there has been a coolness in the family, and as one blow in the family quarrel, the person controlling the purse-strings has cut out the others from their expected share in his estate.

For this reason the fact that there had been disagreement between the deceased and the applicant, even including misconduct on the part of the applicant, would not rule out success by an applicant.

Only where the misconduct amounted to circumstances which in the lifetime of a deceased husband would have deprived an applicant-wife of her right to alimony (such as unchastity), would such disagreement necessarily prevent a verdict favorable to the applicant.

The most familiar situation in which the law is applied is where the wife or children have no means of support other than a husband who has failed by will to provide for them.

But it has also been established that someone within the family relationship who is not destitute, but to whom a moral obligation is owed, could recover compensation.

An example of the latter would be an unmarried daughter who had compromised her prospects of marriage or a career in order to care for the deceased parent.

In the light of these principles, it is difficult to see why a husband who is able-bodied and has a well-paying vocation should be entitled to the compassion of a judge, especially where the husband's financial difficulties were the result of his unattractive habits rather than of illness or bad luck.

Nevertheless, in the case in question the husband was awarded a sum of money by the judge, to be paid out of the assets intended by the wife for her other relations, although the award was less than the amount claimed.

While at first sight it seems unjust to make any award in such circumstances, on reflection one can see the exercise of sound common sense by the Bench.

The judge specifically stated on making the award that he did not consider the husband to have any claim such as those recognized in the earlier cases.

His reason for ordering payment was to forestall the possibility of husband causing further assets of the estate to be eaten up by appeals from a refusal to make an award.

In the light of the trial judge's observations on the demeanor of the applicant in the witness-box, it seems unlikely that an appeal court would overrule the findings of fact in the lower court.

Courts of appeal are normally reluctant to override a judge's conclusion as to the facts in a case where proof of the facts is dependent upon the credibility and general behavior of witnesses called at the trial.

In the event of an appeal therefore, the applicant would probably not have enjoyed any greater success.

An appeal, on the other hand, would have been unfortunate for the estate generally since it would almost certainly have used up in legal costs a larger sum than that awarded to the husband.

The award therefore represented a neat balance between what the husband might regard as a reasonable bird-in-the-hand, as compared with a more elusive pigeon he might catch on an appeal, and the minimum amount the estate might incur in legal costs if an appeal occurred.

While that decision seems reasonable on its facts, it has an unfortunate precedent-making character in that it might encourage greater litigation under the statute by relatives with doubtful claims, in the hopes of forcing by way of a judicial settlement an award in their favor.

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New products, lines and models from Canadian plants:

Package Forming Machinery Co., Toronto: Automatic carton closing machine which utilizes patented preheat principle in conjunction with hot or cold adhesives. Glue patterns can be suited to requirements and various types of seals may be used. Recloseable, telescoping hinged cover is a feature.

* * *

Canada Crane & Hoist Co., Toronto: Multiple-post hydraulic lift platform which remains level within one-twelfth of a degree now being manufactured. Two or more hydraulic rams in an equally proportioned geometrical arrangement are possible.

* * *

Wakefield Lighting Ltd., London: Beautifully-styled injection-molded refractor, available in styrene or acrylic. Designed to control brightness in the direct glare zone with high efficiency. Suitable for on-ceiling and suspension mounting.

* * *

MacFarlane-Payne & Co., Toronto: Paper roll-press-feeder — roll feed attachment for small offset presses offers lower paper cost, cheaper non-standard sizes, up to 40% greater press speeds and has sheet-trimmer and two perforators.

* * *

National Cash Register Co., Toronto: New type of modular computer to make electronic data processing easier for banks, retail stores, manufacturers, insurance companies. In a bank, for example, the new computer can post 1,500 checking account records in 1 min. In retail stores: It automatically keeps track of inventory and prints out purchase orders.

Canadians Smoke More Than Ever

Canadians puffed 500 million more cigarettes in August than they smoked a year ago, for a total of 3,038,792,020 cigarettes, according to figures released by the Department of National Revenue, customs and excise division.

Smoking twice as much as 10 years ago, Canadians are expected to light up 35 billion cigarettes this year.

Cigar-smokers were busy in August as well, savoring 30,330,672 stogies, a jump of 4.5 million over the same period last year.

CHEMALLOY REPORTS

Chemalloy Minerals reports current assets at July 31 of $325,059, over current liabilities of $27,340.

Chemalloy, formerly **Montgary Explorations**, is conducting market and milling studies for concentrates from its Bernic Lake property which shows complex mineral occurrences.

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Public Works $1.8 Million

Contracts totaling $1.8 million were awarded by the Federal Department of Public Works during the month of September.

Amount for new works in building construction and harbors and rivers engineering was $1,254,133; for repairs and maintenance of existing structures, $366,403; for construction of the Trans-Canada Highway through national parks, $18,469; and for dredging, $187,420.

Among the major contracts awarded in September:

Nova Scotia

Saulnierville — improvements to harbour — **L. E. Wellner, Jr.**, Charlottetown, $99,916

New Brunswick

Saint John — stores and administration building for Department of Transport — **Atlas Construction Co.**, Fredericton $561,500

Quebec

Montreal—installation of conveyor chutes at postal terminal building — **Canadian Mechanical Handling Systems Ltd.**, Windsor, Ont. $32,055

St. Regis — addition and alterations to three-classroom school at St. Regis Indian agency for Department of Citizenship and Immigration — **Able Construction Co.**, Ottawa $89,636

Ontario

Agincourt — improvements to driveway and retaining wall at federal building — **Andmorr Construction Ltd.**, Toronto $9,558

Aurora — post office building — **Model Builders (Aurora) Ltd.**, Aurora, Ont. $22,142

Belleville — reconstruction of wharf — **Lightfoot Construction Ltd.**, Belleville, Ont. $53,883

Chesterville — post office building — **W. Vile**, Bell's Corners, Ont. $20,945.00

Ottawa — supply and installation of oil burning equipment at National Research Council building, Sussex Drive — **Becker & Joule Ltd.**, Ottawa, Ont. $17,400.00

Ottawa — Installation of air conditioning system and operational improvements at Forest Products Laboratory, Montreal Road — **Able Construction Co.**, Ottawa $63,760.00

British Columbia

Nanaimo — gear research building and sampling room at Pacific biological station for Department of Fisheries — **E. J. Hunter & Sons**, Victoria $39,980.00

Yoho National Park — slope stabilization at Mi. 13 on the Trans - Canada Highway — **Premier Construction Co.**, Vancouver $18,469.00

Northwest Territories

Fort Simpson — federal housing, teacherage and warehouses for Departments of Northern Affairs and National Resources and Transport — **Burns & Dutton Concrete Construction**, Edmonton $287,800.00

Dredging Contracts

Curry's Cove and Wilson's Beach, N.B. — **Saint John Dredging Co.**, Saint John $24,480.00

Summerville and Kennebecasis Island, N.B. — **Modern Construction Ltd.**, Moncton $7,850.00

Port Burwell, Ont. — **Russell Construction Ltd.**, Toronto $155,090.00

ANNOUNCEMENT

PETER S. HOWSAM

Peter S. Howsam of Baie d'Urfe, Quebec, has been appointed Manager of Franklin Laboratories, the new proprietary products division of Smith Kline & French, Montreal pharmaceutical manufacturers.

According to Robert F. Daily, SK&F General Manager, Mr. Howsam will continue in his present responsibilities as Director of Marketing for the parent company.

Franklin Laboratories has been formed to market proprietary products developed by SK&F through consumer advertising.

THE INVESTMENT FUNDS

Scudder Fund Increases Overseas Stock Holdings

Scudder Fund of Canada Ltd., U. S.-owned Canadian mutual fund, had net asset value per share of $12.29 (Canadian) at Aug. 31, 1960, up 3.2% from $11.91 at May 31, 1960.

In U. S. funds it was $12.66 at Aug. 31, up 5% from $12.06 three months earlier, reflecting the lower exchange premium on the Canadian dollar.

Total net assets at Aug. 31 were $53,827,483, down 0.07% from $53,864,897 at the end of May.

There was a net liquidation during the quarter of 141,508 shares, reducing outstanding capital to 4,381,114 shares at Aug. 31.

In the past quarter, the fund added $1.5 million in Canada treasury bills to its bond holdings and eliminated its **Triad Oil** notes. Also sold were the **Massey - Ferguson** 5½% preferred shares.

In common stockholdings, main additions were in overseas stocks. **Canada Cement** and **British American Oil** were eliminated.

Here are the changes for the quarter in detail:

	Amt. held Aug. 31 1960 $	Chge. since May 31 1960 $
Bonds		
Can. Treas. Bills '60 ..	1,500,000	+1,500,000
Triad Oil Co. 4¾%/71	nil	—300,000
Preferred		
Massey-Ferguson	nil	—2,300
Common		
Elliott Automation	70,000	+70,000
Bank of Montreal	10,000	+5,500
Deutsche Bank A.G. ..	1,000	+1,000
Dresdner Bank A.G. ..	1,000	+1,000
Canada Cement	nil	—45,000
Ecuadorian Corp.	nil	—5,000
Unilever N.V.	750	+100
Dominion Stores	35,000	—2,600
Zeller's	1,500	+1,500
MacMillan, Bloedel ...	120,000	—31,000
Calgary & Edmonton ..	26,900	—33,100
B.A. Oil	nil	—40,000
Hudson's Bay Oil	6,700	—21,300
Photo-Produits	1,000	+1,000
Interprovincial Pipe ...	30,000	—10,000
Que. Nat. Gas	4,850	—25,150
Broken Hill Propr.	10,000	+10,000

Both CPR and CNR Report Revenues Down in August

MONTREAL (Staff) — Canada's railways continue to report glum financial news.

August figures show **Canadian National Railways** had an operating deficit of $3.3 million ($1.1 million the year before), and **Canadian Pacific Railway** had net rail earnings of $2.1 million (down $247,249).

Both companies report reduced revenues for the month.

For the first eight months of 1960, CNR has a $14-million operating deficit, compared with $2.1 million in corresponding 1959.

CPR's eight-month figures show a net rail profit, but at $19.7 million it is down $2.4 million compared with a year ago.

The figures show:

CANADIAN PACIFIC

August	1960 $	1959 $	Decrease $
Rlwy. rev. ..	38,368,746	40,264,178	1,895,432
Rlwy. exp. ..	36,261,070	37,909,253	1,648,183
Net earnings	2,107,676	2,354,925	247,249
8 months from Jan. 1.			
Rlwy. rev. ..	306,892,740	322,838,818	15,946,078
Rlwy. exp. ..	287,164,103	300,738,197	13,574,094
Net earnings	19,728,637	22,100,621	2,371,984

CANADIAN NATIONAL

August	1960 $	1959 $	Change $
Op. rev.	58,316,000	61,525,000	—3,209,000
Exp., taxes & rts.	61,475,000	62,671,000	—1,196,000
Net op.	3,159,000*	1,146,000*	+2,013,000
8 months from Jan. 1.			
Op. rev.	467,618,000	490,029,000	—22,411,000
Exp., taxes & rts.	481,594,000	492,137,000	—10,543,000
Net op.	13,976,000*	2,108,000*	+11,868,000

*Deficiency.

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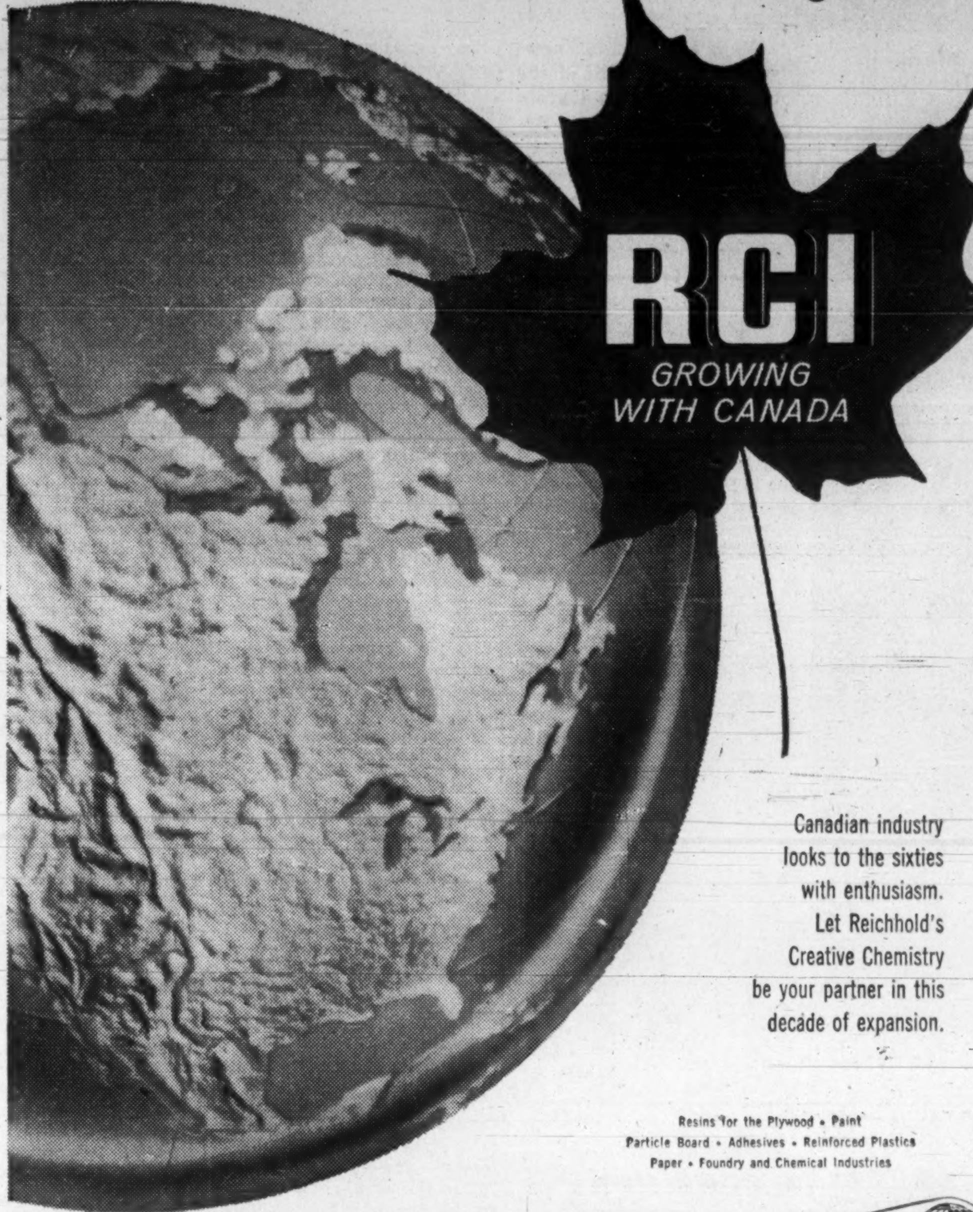

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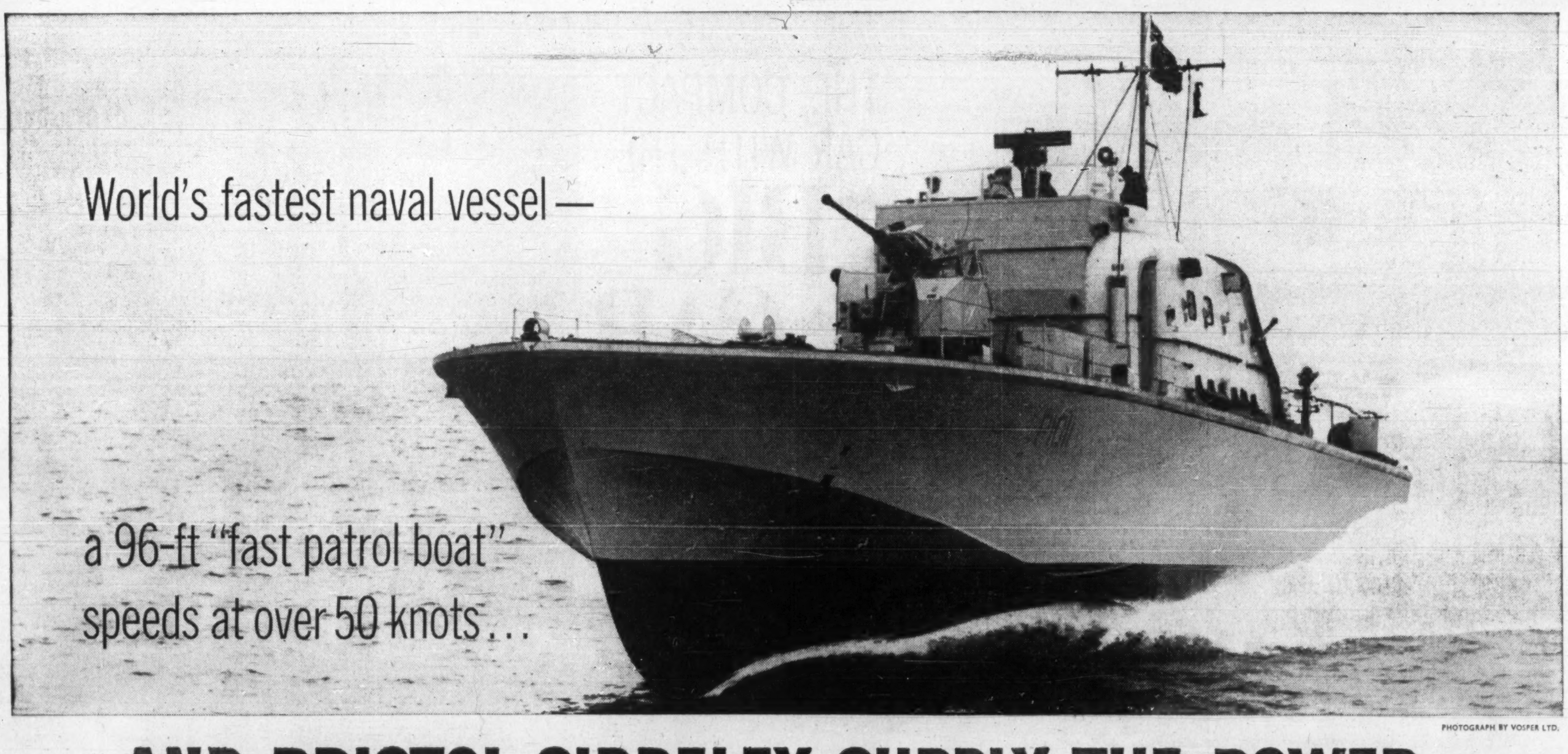

PHOTOGRAPH BY VOSPER LTD.

...AND BRISTOL SIDDELEY SUPPLY THE POWER

One of the largest manufacturers of motive power units in the world, Bristol Siddeley Engines Limited produce the Marine Proteus. Adapted from the outstandingly successful Proteus aero-engine which powers the Britannia airliner, the Marine Proteus has been chosen by the Royal Navy for the "Brave" class fast patrol boats. These 96-ft boats, which were developed by the British Admiralty in conjunction with Vosper Limited, the builders, are powered by three Proteus producing a total of 10,500 hp. They are the world's fastest naval vessels and reach a top speed of over 50 knots!

Another Vosper fast patrol boat design was announced recently. Called the "Ferocity," it is powered by two Bristol Siddeley Proteus engines, which give it a top speed of over 50 knots, and two diesel engines for long range economical cruising. The "Ferocity" is smaller and lighter than the "Brave" class boats but will carry the same armament.

The Marine Proteus is quick-starting, flexible, reliable and holds large reserves of power for acceleration. It is also very compact, easy to maintain, and in its latest form gives 4,250 shp for a weight of only 2,885 lb.

Bristol Siddeley Maybach diesel engines power Britain's fastest express train—the British Railways "Bristolian". Two type MD 650 engines, developing a total of 2,200 hp, give the "Bristolian" a top speed of over 90 mph.

The Bristol Siddeley Orpheus, the world's most advanced lightweight turbojet engine, powers this Fiat G 91 strike fighter (chosen by NATO). The Orpheus is already in service in 7 different aircraft and is specified for 7 others.

The Bristol Siddeley Viper turbojet powers the Italian Macchi MB 326 trainer (illustrated). The Viper family ranges from 1,640—3,000-lb thrust and powers many different aeroplanes including the RAF's basic trainer, the Hunting Jet Provost.

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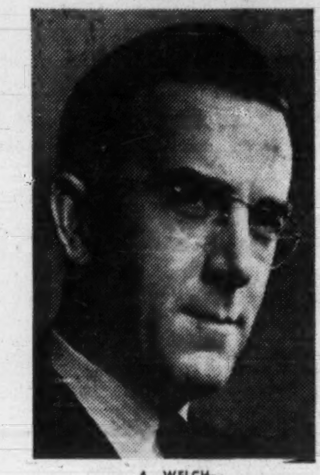


A. WELCH

Mr. A. C. Price, President of Price Brothers & Company, Limited, has announced the appointment of A. Welch as Vice President and General Manager of Price Brothers Paperboard Corporation, a subsidiary of Price Brothers & Company, Limited. This subsidiary will handle all sales of paperboard, kraft and specialty papers manufactured at both Price Brothers and J. C. Wilson paper mills. Mr. Welch will remain as a director of J. C. Wilson, Limited, of which he was formerly Vice President—Marketing.

You Can't be Timid About U.S. Markets

Many Canadian businessmen are scared stiff of the U.S. market, says Lincoln Magor, whose Retor Developments Ltd., of Galt, Ont., did more business in the U.S. last year than in Canada.

Americans are responsive and quick to use new ideas, says Magor.

He had more trouble breaking into the Canadian market than into the U.S.

By FORBES GILBERTSON

"As long as we consider Canada our only market we're going to die. North America is our market," says Lincoln Magor, president of **Retor Developments Ltd.**, Galt, Ont.

Magor, 41, a husky six-footer with leading-man good looks, talks with authority on this subject.

His firm sold more machine tool tracer units in the U. S. last year — $1.3 million — than in Canada.

MAGOR

"Canadians who want to sell to the U. S. have to get to know the Americans," he says. "They are most responsive and very quick to use new ideas."

He deplores the paralyzing awe with which many Canadian businessmen regard the U. S. market.

"The Canadian businessman is scared stiff of the U. S. market, mainly because he simply doesn't know it.

"It's true that our firm has a specialized product but a lot of Canadian firms have money lying around which they could use to move into the U. S., buy an existing plant, produce new products needed there.

"They seem to be afraid to hire good engineers or to look around to see what products are available and what are needed."

Magor's "Mimik" is a high-precision hydraulically-operated tracer which can be attached to any standard machine tool. A tracer device isn't new but Magor's development makes it applicable to any standard machine without big machine conversion. All Retor needs to know is the size of the lathe.

The Mimik comes in various sizes, will repeat to within 50 millionths of an inch. In machining a part, Retor guarantees 1/1,000-in. tolerance.

Magor has still newer designs on the boards.

Cost of the attachment ranges from around $900 to $7,000, with most sales in the $4,000 bracket.

He introduced the Mimik to the Canadian market in a simplified version in 1955, and in 1956 finished development of the universal attachment.

He says he had far more trouble breaking into the Canadian market than in the U. S.

Many sales have resulted from U. S. customers recommending it to Canadian subsidiaries.

Servicing is the biggest item, says Magor.

"We aren't just selling hardware — we're selling an approach to a problem. If you don't have effective technical sessions with management, the whole point of the equipment is lost.

"Acceptance of Canadian products in the U. S. is very different from European products. They know our standards are like theirs."

Magor is now selling in the U. S. through dealers except on the West Coast where a manufacturer is producing the Mimik under license for 11 western states.

Magor got his start in the U. S. through showing a small firm, about to undertake a contract on missile nose cone prototype components, how they could use his equipment advantageously, without expensive machine tool conversion.

His first big break came when **Ford Aircraft,** Chicago, about to undertake machining of a compressor ring for a jet engine as a subcontractor for **Pratt & Whitney** of the U. S., was ready to buy expensive U. S. equipment at $15,000 a copy.

Magor proved his equipment could do the job and sold them 10 units which cut machining time of one operation from 40 hr. to 4½ hr. and eliminated two machine tools.

He found dealers were afraid to tackle top management direct which he felt was essential to proving his equipment.

Time and again, Magor made a blind phone call to a major firm, contacted top men, and wangled appointments.

Dealers were dumbfounded by this approach, but Magor convinced them that, since it meant savings of 100% and more and not just 10%, it was top management's business.

Magor got into the machine tool business in a very indirect way.

Educated in Montreal schools and Bishop's University, he majored in history, never took engineering.

During the war, he served with the 6th Anti-Tank Regiment, becoming technical adjutant, and found he liked technical work.

After the war, he worked in the machine shops of **National Steel Car** and went to the West Coast as lumber buyer. There he got the idea of bringing out lumber from interior B. C. by helicopter because roadbuilding into small timber stands was uneconomical.

Why not fly in, cut it, dress it, fly it out to a railhead?

Not a man to dream idly, Magor investigated the aircraft field but at that time there was no helicopter he felt was suitable for the job.

He promptly formed **Magor Aviation Co.** (now holding company for Retor) and went to work on plans for a vertical lift aircraft.

Ultimately, development of the aircraft was proved too costly. Meanwhile, Magor had undertaken a good deal of subcontract work for **A. V. Roe, Pratt & Whitney,** and **Aluminum Co. of Canada.**

When Canada's aircraft military program started to sag, Magor looked around for new products and realized the need for a copying device for machine tools which could be applied to a standard machine without expensive reconversion. Retor was formed in 1954 and the Mimik tracer followed.

This month Magor goes to England to crash the market there and plans to go to Europe in the spring. He also thinks South America offers him a good market.

He's setting up an extension to his Galt plant to put in a complete production line for the tracer controls and expects to increase output 10 times.

This will serve as a pilot plant and still further expansion is ahead.

A short time ago he established a U. S. subsidiary, **Mimik Tracers Inc.**, Buffalo, N.Y.

He expects 1960 sales in the U. S. to be even better than last year.

Newest development: the Mimik Templator, a simple method of preparing a template direct from the drawing, saving time, removing the big obstacle to the tracing technique.

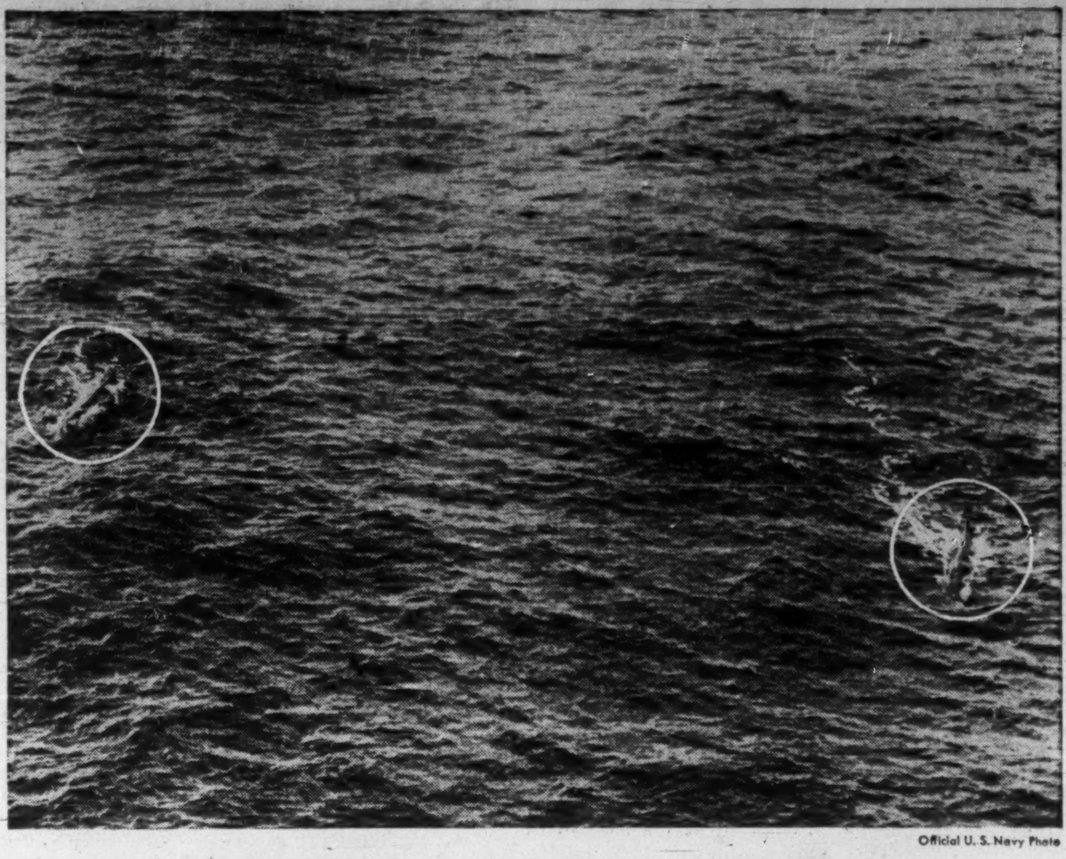
Morale is high in the Magor plant and the president takes some pride in "babying" his highly skilled technicians, has a profit-sharing scheme.

As an example, he cites the case of one man who returned to the plant for a whole evening on his own time to correct a small error he had made.

Returning to his favorite theme of a North American market for Canadians:

"There are lots of difficulties but too often I've asked Canadian manufacturers if they've tried to sell in the U. S. and if they have personally investigated the market. The answer generally is 'no'.

"They can't afford to be timid," he says.



Official U. S. Navy Photo

WHICH WAKE IS AN ENEMY SUBMARINE?

Thanks to anti-submarine equipment, it was quickly determined that both suspected "targets" were actually whales. Had they been enemy submarines, immediate action would have been taken.

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Take sonar. It's a type of underwater radar that lacks the range of radar. The Bendix assignment: Increase its range.

A big Bendix contribution to undersea warfare has been the complete guidance systems used on the latest high-speed torpedoes whose missions are to destroy high performance submarines.

Another interesting Bendix development is "dunking" sonar. Dropped by cable from a helicopter, it scans literally hundreds of square miles underseas in an hour's time. Bendix also manufactures control rod drive mechanisms for nuclear submarines and for the USS Long Beach, the U. S. Navy's first nuclear-powered cruiser.

Bendix has even adapted television to submarine use. When the USS Skate made her historic voyage under the North Polar ice cap, she carried aboard a unique Bendix TV system. By magnifying light thousands of times, and literally "seeing in the dark," this TV system showed the crew thin spots in the bottom of the ice pack through which the Skate surfaced safely.

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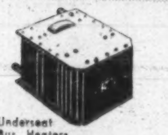

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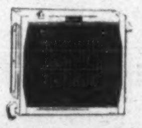

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FP-260

Radio Beams Fair Throughout World

MONTREAL (Staff)—Shortwave radio listeners in many countries will have a chance to hear interviews and news reports from the Montreal International Trade Fair through the CBC International Service.

Fair will open Oct. 25 in the Show Mart and run to Nov. 5.

Announcer-producers in the various language services, of which there are 16 broadcasting directly to shortwave listeners, will visit exhibits and talk to exhibitors, recording material for regular broadcast. In addition to a display booth, the CBC International Service will have a special recording room at the fair.

NAME DISTRIBUTOR

Brockville Chemicals Ltd., has appointed **H. J. Baker & Bro. (Canada) Ltd.,** Montreal, as distributor for anhydrous ammonia, ammonium nitrate and nitrogen solutions to the Canadian fertilizer industry. Products will come from the $17 million nitrogen chemicals plant of Brockville Chemicals Ltd., now under construction near Maitland, Ont.

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Compton's Portfolio
A Managed Investment Account

Invested in 1944 .... $10,000
Account latest valuation $35,602

Buys More Weston B

Compton's manager has bought 15 additional class B shares of **George Weston Ltd.,** bringing his client's total holding to 65 shares.

Increased earnings for the parent company and a more liberal dividend policy on part of the three subsidiary Loblaw companies are among the manager's reasons for the purchase.

Here are the details:

Shares	Purchase	Date	Price per share $	Net amount $	Indicated income $
15	George Weston Ltd. B	Oct. 14	38	575.25	10.50

As a result of this transaction, Compton's prospective annual income has been increased by $10.50 and now stands at $1,282.

At Oct. 14, the value of the account was $35,602, a decline for the month of $122.

Here is the manager's report:

In the month ending Oct. 14, the Toronto Stock Exchange industrial index declined 1.8%. The value of Compton's portfolio declined 1.4%.

However, after crediting $376.13 in dividend and interest income received during the month, the net decline of his account was reduced to 0.4%.

There were no large changes in the quoted prices of the individual holdings during the month.

However, the resources sector, including both of the paper stocks and **International Nickel Co.,** continued weak, and **B. C. Power** and **Simpsons** both declined during the month.

One of the groups which continues to show relative strength is the food industry. On Oct. 14, I decided to devote Compton's cash balance to the purchase of an additional 15 shares of George Weston Ltd., bringing his total holding to 65 shares.

The conditions surrounding George Weston are very similar to those which existed when the initial commitment was made on May 13. The dividend continues low at 70c, and because the shares have advanced to $38 the yield is now less than 2%.

In addition, the company's capitalization remains complex and its financial public relations somewhat confusing. However, the fundamental of earnings improvement still remains.

Moreover, the publication of the annual reports of Canadian Loblaw and **Loblaw Inc.** confirm continuing earnings improvement for those segments of the Weston empire.

It sems now safe to say that fully consolidated earnings of Weston's are running at an annual rate of $4 per share, compared with $3.75 last year.

There is one other constructive factor as well, namely the liberalization of Loblaw dividends. Loblaw Inc., its parent Loblaw Groceterias, and finally the main parent company Loblaw Companies, have all announced dividend increases.

The gains, while modest in cents per share, are important percentagewise. In addition, President George Metcalf has stated that further dividend increases can be expected.

This policy should mean that more of Weston's consolidated earnings will be reflected in its reported earnings per share. For this reason, Weston's rising earning power may be entitled to a somewhat higher multiple in the market than the present ratio of less than 10 times earnings.

At a time when many Canadians are expressing concern about the ability of domestic companies to face foreign competition, it is reassuring to own shares in a company such as Weston which has not only prospered in Canada but which has successfully invaded the competitive U. S. market.

After giving effect to the latest purchase, Compton's cash balance shows an overdraft of 69c, which will be taken care of out of income. The prospective yield on the present market value of his account stands at 3.57%, and the yield on his original starting value of $10,000 is 12.82%.

Here is his portfolio at Oct. 14:

		Cost — Per Share — $	Market — Per Share — $
	Bonds		
5,000	Government of Canada 5½%, Oct. 1, 1962	99.50	104.40
2,000	Government of Canada 5½%, Apr. 1, 1963	99.75	104.50
	Common Stocks		
100	Abitibi Power & Paper	18.99	37.75
100	Alta. Gas Trunk Line A	20.75	23.75
50	Bell Telephone	40.37	46.25
100	B.C. Power	38.37	32.375
100	Calgary Power	21.625	21.50
60	Cdn. Breweries	33.52	39.125
50	International Nickel	34.20	48.25
10	Philips Lamps	161.00	169.00
50	Price Brothers	43.50	37.50
15	Royal Bank of Canada	69.875	67.125
100	Simpsons Limited	27.875	26.75
65	George Weston "B"	35.31*	38.00

*Average.

	Book value $	Market value Oct. 14 $	Prospective annual Income $
Bonds	6,970	$7,310	385
Common Stocks	25,654	28,293	897
Cash	Dr. 1	Dr. 1	...
	32,623	35,602	1,282

Current market value	$35,602.39
Prospective annual income	$1,282.28
Average yield on original $10,000	12.82%
Average yield on current market value	3.57%

Company Reports

Mining

ANGLO-HURONIAN LTD. net profit climbed to $1,036,820 in the year ended July 31, 1960 ($1,018,557 in previous year) reflecting higher dividend income. Earnings exclude a profit of $147,555 on sale of investments.

Net value of assets at the year-end was $20,042,000, equivalent to $13.36 a share, R. V. Porritt, president, states. At July 31, 1959, net asset value was $30,572,000 or $20.38 a share.

The decline, says Mr. Porritt, is largely due to lower market quotation for **Kerr-Addison Gold Mines.**

INCOME ACCOUNT

Years Ended July 31:	1960	1959
Divds., int., etc.	$1,199,366	$1,178,310
Less: Gen. & ad. exp.	133,047	126,808
Sundry w/o's	1,772	17,508
Income taxes	26,500	14,500
Depreciation	1,227	937
Net profit	1,036,820	1,018,557
Less: Dividends	750,000	750,000
Surplus for year	286,820	268,557
Earnings per Share†	$0.69	$0.68
Paid	0.50	0.50

†Excluding profit on disposal of invests. amounting to 7c per sh. in 1959 and 10c per sh. in 1960.

Shares o/s at July 31:		
Common, n.p.v.	1,500,000	1,500,000

CONDENSED BALANCE SHEET

As at July 31:	1960	1959
Cash	$30,115	$21,967
Marketable sec.§	2,496,692	3,275,560
Demand notes rec.	......	550,000
Accts., etc., rec.	159,613	107,793
Total curr. assets	2,895,420	3,955,320
Marketable secs.‡	7,928,195	5,858,964
Other invests.	1,204,743	1,291,093
Loan re Geco Mines	......	197,317
Prepaid exps.	1,075	1,080
Pros. & develop.▲	120,854	191,461
Equip. less deprec.	4,909	3,745
Total assets	11,955,196	11,498,980
Total curr. liabs.	45,910	36,569
Capital stock	5,340,349	5,340,349
Surplus	6,568,937	6,122,062
§Market value	3,088,234	3,425,306
‡Market value	15,753,401	24,920,207
▲After res. of	......	628,619
Working capital	2,849,510	3,918,751

Battling Quebec Natural Predicts Lower '61 Loss

MONTREAL (Staff)—Fighting desperately to survive in a sea of red ink without a complete overhaul of its capital structure, **Quebec Natural Gas Corp.** estimates its net loss for year ending June 30, 1961, will be a third of the $5.4 million loss sustained in 1959-60 (**FP,** July 23).

Company bases its estimate on operating budgets for internal control, considered realistic by management.

Estimates do not include any benefits likely to accrue from rate revisions to be sought shortly nor do they provide for any additional cost of gas if company elects to be served by **Trans-Canada Pipe Lines Ltd.** under its 75% load factor rate.

To meet large payments for principal and interest on debt due in late June and early July—as well as operating expenses, coal purchases for its La Salle coke plant and construction costs — Quebec Natural Gas obtained a line of credit from its bankers.

This arrangement will be "replaced substantially by long-term financing as soon as that becomes feasible," says the annual report to shareholders.

"The sale of securities is limited but adequate amounts from time to time are planned as earnings permit and the company demonstrates its ability to perform within the framework of its budgets."

Loss of $5.4 million for the year ended June 30, 1960, is 43% greater than the loss of $3.8 million a year ago and is far out of line with a **Commonwealth Services Inc.** forecast of a $672,382 deficit.

The forecast by the engineering, marketing and consulting organization accompanied the prospectus for a $15 million offering of 6% cumulative redeemable preferred shares (**FP,** Sept. 12, 1959).

Price for one preferred share and one common share was $101 per unit, the common being issued in lieu of dividends to Sept. 1, 1962. Units sold as low as $39 this year, were quoted at midweek at $52.

Company says it has been confronted with conditions not anticipated when it commenced business in April, 1957, after acquiring the gas distribution system of **Quebec-Hydro.**

- **Price of oil** in the Montreal market has declined sharply since then and is at its lowest level in many years.
- **Interim gas rates,** approved to Dec. 1, 1960, were based on Quebec-Hydro's manufactured gas rates with appropriate adjustments for the higher heat value of natural gas.

Company soon will go before the Provincial Electricity Board to seek rates "required to provide an adequate return on its investment and at the same time be more competitive with oil and other fuels."

Present monthly minimum charges of 50c likely will be increased and rates for gas used in heating likely will be reduced.

During fiscal 1960 company's purchases of natural gas were 9,186,515 mcf and total revenues from gas sales were $11.9 million, an increase of 27% over the preceding year. Volume of gas sold increased 56.3% but more than half the increase represented low-rate interruptible gas for large industrial users.

Total operating expenses were $12.5 million, up from $8.6 million a year ago.

Balance sheet shows notes payable of $10,804,840.

Included:

- **Demand notes** covering operating loans payable to the **Royal Bank of Canada,** $2,984,203.
- **Short-term notes** payable to others, $4,994,516.
- **Short-term notes** payable to supplier of coal, $72,953.
- **Serial notes** payable to a finance company secured by gas appliance sales contracts and notes discounted, $2,753,168.

Current assets, including inventories of steel pipe at $3,188,040 and merchandise and general stores at $2,600,921, are $16,572,952.

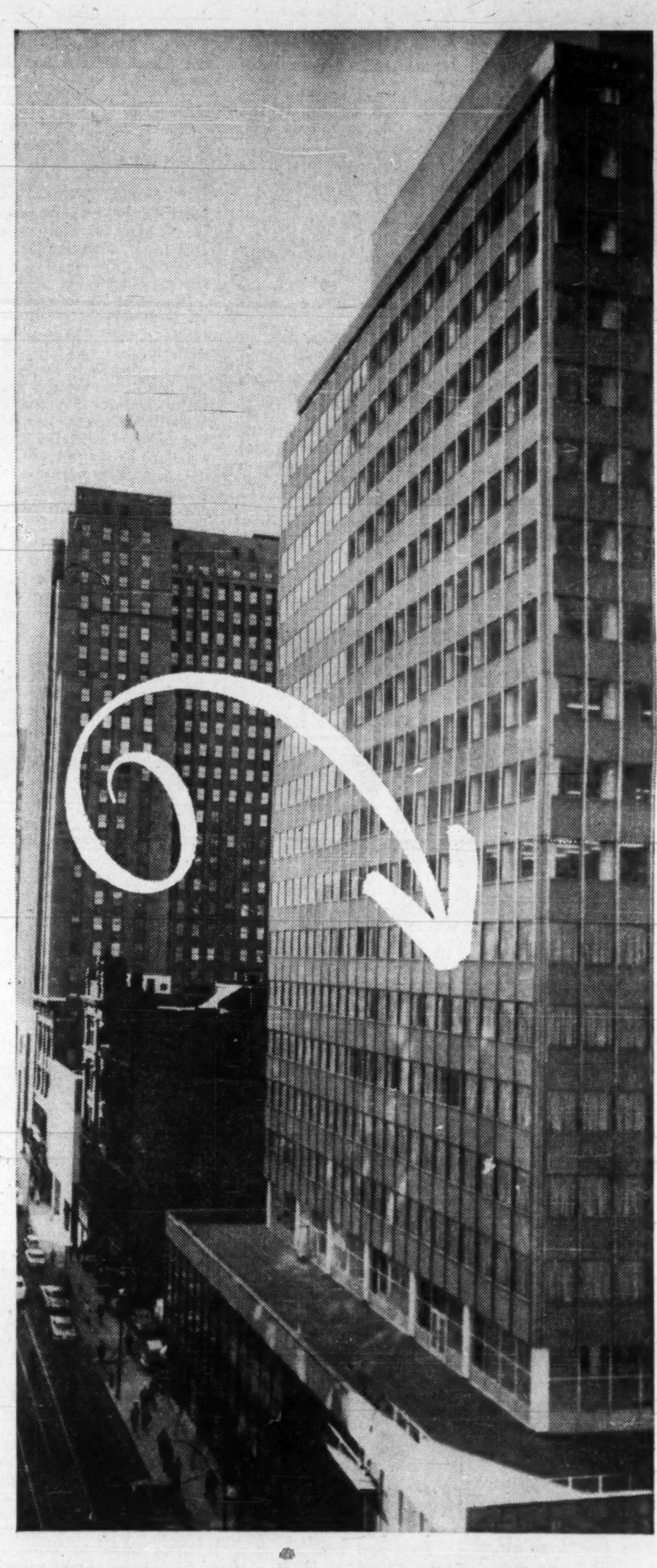
Current liabilities, including the $10,804,840 notes payable and $2.1 million long-term debt due within the current year, are $21,124,806.

ANNOUNCEMENT

VAN STRUM & TOWNE PRESIDENT

PETER H. CROSS

Peter H. Cross has been elected President of Van Strum & Towne (Canada) Ltd. Mr. Cross, a specialist in investment analysis and management, is Senior Financial Officer and Secretary Treasurer of Canadian International Growth Fund Limited, Director and Vice President, Research of Commonwealth International Leverage Fund, Ltd., and Commonwealth International Corporation, Limited.



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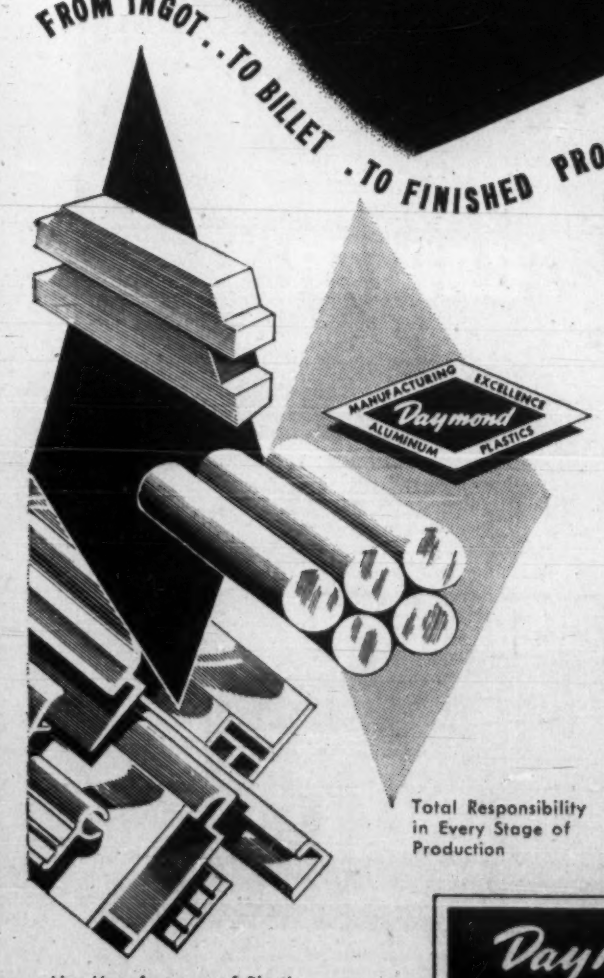

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ANNOUNCEMENT

FRANK FURLONG

H. L. Derrer, General Manager of Soo Foundry & Machine Company Limited, has announced the opening of a Branch Office at Hamilton, Ontario, and the appointment of Frank Furlong as Branch Manager. Mr. Furlong is a native Hamiltonian, and brings to the Company many years of experience in the Foundry, Machine Shop, and Fabricating trades.

The Company has its Head Office and plant at Sault Ste. Marie, Ontario, and operates completely integrated foundry, pattern-making, machining and fabricating facilities.

SIR BEVERLEY BAXTER

writes from London

"Who will succeed Macmillan if he retires during this Parliament? My prophecy: Rab Butler . . ."

WHEN SIR ROY WELENSKY read the Monckton Report he is said to have shouted:

"Seconds out of the ring!"

If such conduct seems undignified we must remember that Welensky was a professional prize fighter in his youth and still packs a mighty wallop.

As Prime Minister of the Rhodesian Federation he likes to talk of the days when his father kept a pub and he, himself, drove a railway engine.

During the blitz he came to London and dined one night at my house when Hitler's bombers were particularly lively and noisy. As the time came for his departure I suggested that he should spend the night at my house, but he only laughed.

"Those fellows up there," he said, "are just throwing their punches all over the place. Besides it's a fine night for a walk."

* * *

WHAT ABOUT Lord Monckton who is Welensky's adversary in the present contest?

It is not a mere flash of the obvious to say that Walter Monckton could charm a sparrow off a twig.

When Edward VIII had renounced the throne and was about to leave the country over which he had ruled for so brief a time he spent his last evening at Monckton's house in the country.

One does not need great imagination to picture the pathos of the pitiful drama which meant the banishment of a much loved King who had ruled so briefly and so tragically, but he could not have had a more understanding friend for the farewell scene.

* * *

WHAT HAS BROUGHT about the present clash between Welensky and Monckton?

It is because Monckton proposes that each member state should have the right to secede from the federation.

"Secession," says Welensky, "is outside the terms of reference of the commission and in direct conflict with the clear undertakings which I received."

The struggle is made all the more bitter because Welensky claims that Harold Macmillan made it clear that the terms of reference were not intended to embrace the question of the dissolution of the federation or the secession of any of the component territories.

If would seem, not inappropriately, that it is a case of "seconds out of the ring" and no particular respect for the Marquis of Queensbury Rules.

* * *

THAT EMINENT newspaper proprietor, Mr. Roy Thomson is again making news. He has announced that the News of the World (Britain's principal crime and sex publication) is to take over the Empire News which is one of Thomson's Sunday productions inherited from the Kemsley combine.

In fairness to both Lord Kemsley and Roy Thomson we must put on record that the (Sunday) Empire News never equaled the pornographic depths of the (Sunday) News of the World, but on the other hand it would be sheer hypocrisy to suggest that its primary purpose was to uplift its readers.

The circulation of the News of the World, based primarily upon the sexual aberrations of the British people, is the largest in the world.

Randolph Churchill is its principal political commentator and its gossip column is as dignified as a church steeple.

* * *

NOW I WANT to pay tribute to a brave and portly man of the theatre.

His name is Henry Sherek, and he likes good food, good wines and pretty women. Even if the women are not particularly intelligent he would probably retort: "Would you have a rose sing?"

Sherek is an indomitable optimist who believes that there is room for intelligence and even good taste in the theatre—a theory which has cost him a lot of money.

This week he announced that in his next production he would not invite that collection (with two or three exceptions) of assassins known as drama critics.

Perhaps I should explain that critics can legally review a play only if invited to do so. If, uninvited by the management, they commented adversely they could be sued for restraint of trade.

The trouble with critics, whether they be in London, Paris, Toronto or New York, is that their hunger for normal entertainment ceases to exist and their palates only respond to nightingales' tongues dipped in arsenic, or some such precious oddity.

* * *

WELL INFORMED rumor has it that Harold Macmillan has let it be known to his close friends that he will retire from the premiership before the life of the present Parliament expires.

There has been no official statement but there is small reason to doubt that he has taken the decision.

What will be the verdict of the contemporary historian on this man? It is almost certain that he will be ranked as one of the great Prime Ministers of history.

What are the qualities which led to his success?

He never commanded the inspired eloquence of Lloyd George or Winston Churchill.

He never had the prime experience of leading the opposition against the serried ranks of the government pack.

Then why will history acclaim him? Perhaps the answer will be that he was at all times firm, courteous, clear thinking and far seeing.

Another reason is that although he married the daughter of the Duke of Devonshire (in fact he was ADC to the Duke at Rideau Hall) he never forgot his crofter ancestor who struggled for mere physical survival.

As a wit once said: "The trouble with Harold is that you never know whether he is going to throw the Duke of Devonshire or the crofter at you."

* * *

WHO WILL SUCCEED Macmillan if he retires while the Conservatives are in power?

My prophecy is Rab Butler.

It is interesting to remember that when Anthony Eden resigned the Premiership because of illness the successorship narrowed down to Macmillan and Butler.

The Marquis of Salisbury, head of the mighty Cecil family, advised the Queen to send for Rab Butler, but old man Churchill plumped for Macmillan, and had his way.

So shocked was the mighty Salisbury that he resigned as Tory leader in the House of Lords and has wandered in the twilight ever since.

* * *

BUT IF BUTLER was turned down as the successor to Eden why should he now be the favorite for the premiership stakes when Macmillan retires?

The answer can be put in those brief words so often attributed to the French police: "Cherchez la femme".

When Macmillan defeated Butler as Eden's successor, the fact that Butler was a widower counted heavily against him. No. 10 Downing Street is not a suitable abode for a bachelor or a widower.

However Butler has since remedied this defect by marrying again. That is why we of the Tory party see no likely successor to Macmillan except the ex-widower Butler, who took upon himself a second wife and lived happily ever afterwards.

* * *

IF THE STOCK MARKET is a competent guide it is unlikely that we shall hear those famous words: "We never had it so good."

For some time the U.S. presidential election, the irascibility of President de Gaulle, the black whirlpool of the Congo, the challenge of the Common Market and the troublesome mood of the trade unions all combine to create a shadowed picture.

No wonder the clouds hang low and the rain is opening its autumnal campaign.

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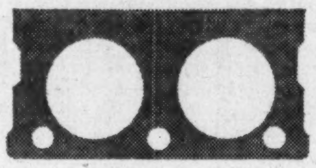

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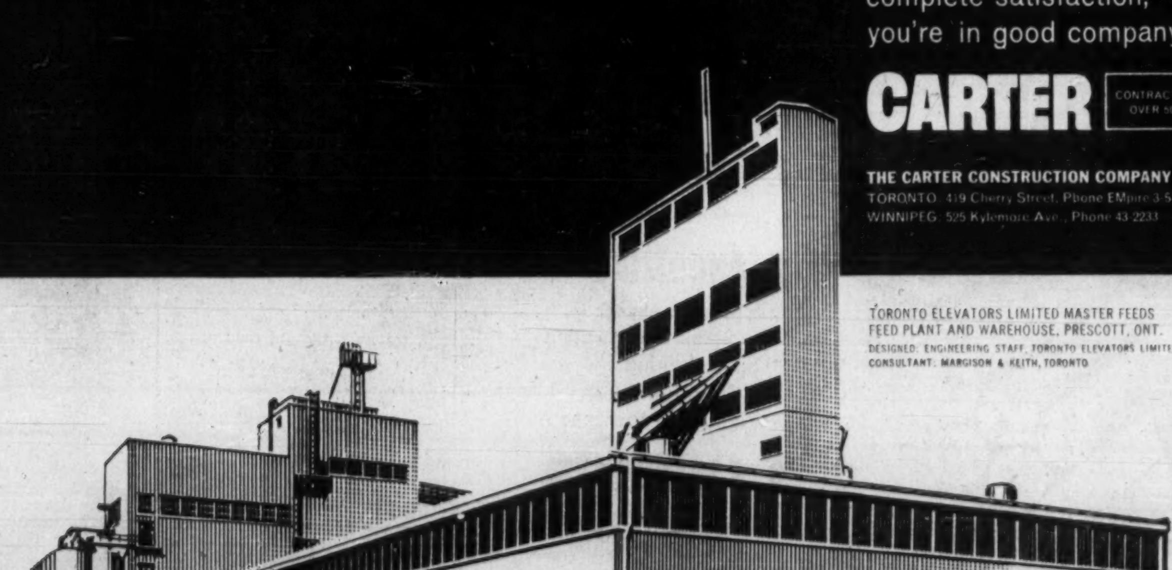

JAMES HOWDEN & COMPANY

(Boiler Auxiliary & General Engineers)

RECORD OUTPUT FROM U. K. FACTORIES

OVERSEAS SUBSIDIARIES ALL CONTRIBUTE TO GROUP PROFITS

MR. CRAWFORD W. HUME ON IMPROVED TRADING RESULTS

The 54th annual general meeting of James Howden & Company, Limited was held on October 12 in Glasgow, MR. CRAWFORD W. HUME, M.R.I.N.A. (Chairman) presiding.

The following is his circulated statement:

During the year the Directors appointed Mr. J. Douglas Howden Hume Joint Managing Director. Mr. J. Douglas Howden Hume has served the Company as an executive and as a member of the Board for a number of years. His training, experience and ability well qualify him for this important appointment.

The Accounts

The accounts of the Parent Company and of the Group are presented in the usual form for the year which ended on 30th April last.

The profit of the Group before taxation is £929,514, an increase of £137,324 over the previous year. The Parent Company contributed £713,394, and the Subsidiary Companies £216,120. The profit of the Parent Company decreased by £148,729 compared with the previous year. The profit of the Subsidiary Companies compares with a loss in the previous year of £69,933. Whilst the increase for the Group is pleasing, it will be remembered that the figures for the previous year were adversely affected by the development loss of £243,311 sustained in the first year of operation of the Canadian factory, where, in the circumstances, a loss was inevitable. Reduced profit margins experienced in recent years continue to apply, both at home and overseas.

After making provision for United Kingdom and Dominions' taxation, the profits of the Group amount to £521,753, showing a satisfactory increase of £175,043, as compared with last year. The provision for taxation absorbs £407,761 and in relation to profits is proportionately lower than last year, mainly due to the fact that the Canadian Subsidiary profit earned this year does not attract any substantial taxation because of the losses carried forward.

£300,000 has been transferred to the Group General Reserve, which now stands at £2,359,604. The Group Capital Reserve remains unchanged at £800,336.

If the recommended final dividend of 20% is approved there will remain in the Parent Company's accounts a balance to be carried forward of £201,739. The Group balance to carry forward will be £96,712.

Home and Overseas Activities

The factories at home have been well employed throughout the year and last year's output was the highest so far attained. In the last two years I have referred to increasingly difficult trading conditions. These difficulties continue, but I am pleased to report that the Parent Company's bookings during the year were good, just exceeding the output.

The Subsidiary Companies in the Dominions all contributed to the profits of the Group. The contribution of the Canadian Company was certainly very welcome. A year ago, I thought and reported to you that it would be some time before this Subsidiary earned a profit. Thanks to an improving demand for our products and efficient local management, the organisation has settled down very quickly. The position continues to improve and it would seem, therefore, that our investment in Canada and our view of the potential market there are being justified, and the confidence I expressed last year that the Canadian Company would prove a valuable member of the Group appears to be well founded.

During the year advances made by the Parent Company to the Canadian Company were used to extinguish loans previously obtained from Canadian sources. These advances increased the indebtedness of the Canadian Company to the Parent Company, but relieved the Parent Company of the contingent liability of $800,000 previously existing.

In Southern Africa, the troubles so much publicized some months ago have had little effect on the Subsidiary Companies there and the orders during the current year continue to be satisfactory. The Johannesburg factory has had a successful year and the working conditions and labour position are normal. In my last statement I referred to adjustments made in the African organisations to allow them to operate more efficiently and economically. These adjustments included the transfer of the shareholding in James Howden and Safanco Limited, the South African manufacturing subsidiary, to James Howden African Holdings (Proprietary) Limited, the South African holding subsidiary, and this accounts in the main for the substantial reduction in the value of the Subsidiary Companies' shares shown in the Balance Sheet of the Parent Company and also part of the increase in their indebtedness to the Parent Company.

The Australian Company has had another good year and the long term prospects there remain bright although there may well be considerable fluctuation from year to year depending on the completion of large contracts.

Exports

In these days when the importance of exports is being constantly emphasized it is interesting to note that during the year under review over 30 per cent of the Parent Company's sales were for export. This figure, of course, is quite independent of the sales of the overseas Subsidiary Companies. It has been calculated that more than half of the profit of the Group is accounted for by overseas business.

On your behalf and on behalf of the Board I have great pleasure in thanking the executives, staff and workpeople, at home and abroad, for their industry and loyalty.

The report and accounts were adopted.

Almost All Americans Receiving Subsidies

A U.S. Senate report, seeking to defend subsidies to farmers, shows that nearly everyone in the U.S. is sharing in one kind of subsidy or another—either in cheap postage, tariffs, accelerated tax amortization, depletion allowances or a more direct kind of handout.

Of course, everyone also shares the cost of these subsidies.

From Our Own Correspondent

WASHINGTON — The U. S. has doled out hundreds of millions of dollars in subsidies to keep U. S. industry going.

According to a recent Senate report almost every area of the U. S. economy has been aided by subsidies.

How Washington taps the till to support various industries may provide some lessons for Ottawa, and possibly some warnings.

The free, private enterprise system in the U. S. is greatly dependent on these subsidies in many instances. What industries get how much is contained in a relatively obscure Senate report which is trying to defend the subsidies paid to U. S. farmers.

The report shows that farmers in the U. S. have received subsidies since 1933 to the tune of $17,700 million. Of this, $6,900 million was in the price support program and nearly $4,000 million for the Soil Bank.

Other subsidy figures make particularly interesting reading, too.

The Senate report shows that special federal spending for business aid and special services included $43,000 million for postwar business reconversion payments, including tax amortizations.

Subsidies to maritime organizations since 1939 amounted to $4,000 million and subsidies to airlines from 1938 total $744 million.

In the past nine years, 100 of the biggest corporations in the U. S. have received government contracts valued at $133,000 million.

"Such contracts cannot be labelled as subsidies to industry, but they do reflect certain federal financial support," the report says.

The Senate statement notes that the subsidy "is the oldest economic principle written into the laws of the U. S."

It says tariffs, in a sense, can be considered a subsidy.

It notes that the 6,300,000 acres of public lands given to private interests in the last century to encourage canal building and river improvement amounted to a subsidy.

About 183 million acres granted to the railroads in the last century also were a subsidy, the report says.

In the past dozen years, the U. S. Post Office subsidies — (through less-than-cost service) to Life Magazine were nearly $9.5 million, Saturday Evening Post, $6 million, Reader's Digest $4.8 million and Look $3.5 million.

Mail subsidies began 100 years ago, and millions of dollars have been used to subsidize building of ships.

A recent example is the $40 million paid by the Treasury to help build the privately owned luxury liner the "United States".

Says the report:

"America's infant industry, without the aid of subsidy laws in the early years after the formation of this independent nation, would have been slow to develop and the emergence of the U. S. as a world power could have been retarded many years."

It says without subsidies there would have been no early development of the U. S. merchant fleet, settlement of the West would have been delayed, airline development would have been retarded.

"Moreover," the report says, "some consider that accelerated tax amortization for defence plants subsidizes the owners of these plants, that 'depletion allowances' provide subsidy-like benefits to the petroleum and other industries, that federal non-interest-bearing deposits of billions of dollars in private banks and certain services of the Federal Reserve System amount to subsidies for large private bankers, that sale of federal surplus property at a loss is a subsidy to the purchasers and that the postal deficit on second class mail is a subsidy to business."

"Thus," the report states, "virtually all the population would seem to be in a subsidy recipient posture, and, moreover, almost all are participating in the payment of the costs."

Thomson Net $675,000 In First Half

First-half 1960 consolidated net profit of **Thomson Newspapers Ltd.** was $675,000.

In the full year 1959, net profit reached a record $1,386,673, up 26% from the $1,100,274 earned in 1958.

Operating results are disclosed in the prospectus for this week's issue of $4 million 6% 20-year first mortgage sinking fund bonds, offered at par by a syndicate headed by **Wood, Gundy & Co.**

Company publishes 28 newspapers in six Canadian provinces. With the exception of four Ontario weeklies, all are published daily.

President is Kenneth Thomson, son of Roy Thomson, chairman and founder. (Company has no corporate connection with the Thomson enterprises in the U. K.)

Proceeds of the financing will be used to reimburse company for capital expenditures already made, to retire bank debt, and as additional working capital.

Since company's last public financing in 1955, capital expenditures have totaled $6.6 million, including purchase of 10 newspapers. Consolidated net profit was $228,297 in 1950 and $424,069 in 1955, against nearly $1.4 million last year.

Pro forma consolidated balance sheet at June 30, 1960, shows net fixed assets of $13,660,629, total current assets of $6,390,065, and total assets of $23,241,130. Current liabilities totaled $1,827,401, and earned surplus $6,867,520.

Outstanding capitalization, besides current financing, included $200,000 4¼% serial bonds due 1961-65; $4.8 million 5% bonds due 1975; 150,000 authorized 5% cumulative redeemable preferred shares, par $10, of which 20,000 are outstanding; and 300,000 authorized npv common shares, of which 200,575 are outstanding. All the preferred and common is held privately.

CANADIAN GENERAL INVEST.

Unaudited apparent liquidation value of Canadian General Investments Ltd., Toronto, at Sept. 30, 1960, was $43.88 per share, compared with $43.32 at June 30 and with $46.35 at Sept. 30, 1959. The value is based on net assets, including the portfolio of investments at market value.

EVERY HOUSEHOLD IN NORTH BAY READS **THE NUGGET** EVERY DAY!

North Bay people read the Nugget every day because they're genuinely interested in their community . . . enthusiastic about its growth. • They have good reason. Since 1951, North Bay's retail sales have jumped to over 39 million dollars . . . an increase of 47%. And the average per household income, now $7,127, makes the "Gateway" one of the richest cities in Northern Ontario. Another strong indicator of North Bay's growing stature is a recent announcement by the local Chamber of Commerce stating that construction work currently underway, in the immediate area, amounts to nearly 475 million dollars. • In the lucrative North Bay market the Nugget *is the top sales medium*. Ninety-six per cent of the Nugget's city zone circulation is home delivered. • Reach and sell more than 37,000 people in the North Bay-West Ferris-Widdifield market the most effective way possible—through the newspaper that's best known and trusted most, The North Bay Daily Nugget . . . Circulation 13,516 A.B.C. March 31, 1959.

YOU GET **ACTION** WHEN YOU ADVERTISE IN
THE DAILY NUGGET
ONE OF THE EIGHT SOUTHAM NEWSPAPERS IN CANADA

The other Southam Newspapers are: THE OTTAWA CITIZEN • THE HAMILTON SPECTATOR • THE WINNIPEG TRIBUNE • THE CALGARY HERALD • THE EDMONTON JOURNAL • THE MEDICINE HAT NEWS • THE VANCOUVER PROVINCE (Published for Pacific Press Ltd.)
TORONTO THE SOUTHAM NEWSPAPERS, 88 UNIVERSITY AVE., K. L. BOWER, MANAGER. MONTREAL THE SOUTHAM NEWSPAPERS, 1070 BLEURY ST., J. C. McCAGUE, MANAGER. UNITED STATES CRESMER & WOODWARD INC. (CAN. DIV.) NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA.

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Here Are the New Rates . . .

Addressed to		1 lb.	2 lb.	3 lb.	4 lb.	5 lb.	6 lb.	7 lb.	8 lb. $	9 lb.	10 lb.	11 lb.	12 lb.	13 lb.	14 lb.	15 lb.	Over 15 lb. and up to 20 lb. $	Over 20 lb. and up to 25 lb. $
To any post office in same province*		.23	.31	.39	.47	.55	.63	.71	.79	.87	.95	1.03	1.11	1.19	1.27	1.33	1.55	1.80
From a post office in any province to a post office in the immediately adjoining province*		.24	.34	.44	.54	.64	.74	.84	.94	1.04	1.14	1.24	1.34	1.44	1.54	1.64	1.90	2.25
To or from any PO in the province of	To or from any PO in the province of																	
Newfoundland	Quebec	.26	.38	.50	.62	.74	.86	.98	1.10	1.22	1.34	1.46	1.58	1.70	1.82	1.94	2.35	2.80
Newfoundland	Ontario	.28	.42	.56	.70	.84	.98	1.12	1.26	1.40	1.54	1.68	1.82	1.96	2.10	2.24	2.70	3.25
Newfoundland	Manitoba, Sask., Alta., B.C., Yukon	.30	.46	.62	.78	.94	1.10	1.26	1.42	1.58	1.74	1.90	2.06	2.22	2.38	2.54	3.10	3.90
N.B., N.S., or P.E.I.	Ontario	.26	.38	.50	.62	.74	.86	.98	1.10	1.22	1.34	1.46	1.58	1.70	1.82	1.94	2.35	2.80
N.B., N.S., or P.E.I.	Manitoba	.28	.42	.56	.70	.84	.98	1.12	1.26	1.40	1.54	1.68	1.82	1.96	2.10	2.24	2.70	3.25
N.B., N.S., or P.E.I.	Sask., Alta., B.C., Yukon	.30	.46	.62	.78	.94	1.10	1.26	1.42	1.58	1.74	1.90	2.06	2.22	2.38	2.54	3.10	3.90
Quebec	Manitoba	.26	.38	.50	.62	.74	.86	.98	1.10	1.22	1.34	1.46	1.58	1.70	1.82	1.94	2.35	2.80
Quebec	Saskatchewan	.28	.42	.56	.70	.84	.98	1.12	1.26	1.40	1.54	1.68	1.82	1.96	2.10	2.24	2.70	3.25
Quebec	Alta., B.C., Yukon	.30	.46	.62	.78	.94	1.10	1.26	1.42	1.58	1.74	1.90	2.06	2.22	2.38	2.54	3.10	3.90
Ontario	Saskatchewan	.26	.38	.50	.62	.74	.86	.98	1.10	1.22	1.34	1.46	1.58	1.70	1.82	1.94	2.35	2.80
Ontario	Alberta	.28	.42	.56	.70	.84	.98	1.12	1.26	1.40	1.54	1.68	1.82	1.96	2.10	2.24	2.70	3.25
Ontario	B.C., Yukon	.30	.46	.62	.78	.94	1.10	1.26	1.42	1.58	1.74	1.90	2.06	2.22	2.38	2.54	3.10	3.90
Manitoba	Alberta	.26	.38	.50	.62	.74	.86	.98	1.10	1.22	1.34	1.46	1.58	1.70	1.82	1.94	2.35	2.80
Manitoba	British Columbia	.28	.42	.56	.70	.84	.98	1.12	1.26	1.40	1.54	1.68	1.82	1.96	2.10	2.24	2.70	3.25
Manitoba	Yukon	.30	.46	.62	.78	.94	1.10	1.26	1.42	1.58	1.74	1.90	2.06	2.22	2.38	2.54	3.10	3.90
Saskatchewan	British Columbia	.26	.38	.50	.62	.74	.86	.98	1.10	1.22	1.34	1.46	1.58	1.70	1.82	1.94	2.35	2.80
Saskatchewan	Yukon	.28	.42	.56	.70	.84	.98	1.12	1.26	1.40	1.54	1.68	1.82	1.96	2.10	2.24	2.70	3.25
Alberta	Yukon	.26	.38	.50	.62	.74	.86	.98	1.10	1.22	1.34	1.46	1.58	1.70	1.82	1.94	2.35	2.80

Parcels up to and including 12 oz. in weight are subject to a minimum charge of 5c covering a weight of 4 oz., plus 1c for each ounce in excess of 4 oz.
Parcels over 12 oz. but not exceeding 1 lb. in weight are liable to the 1 lb. rate to the province of destination.
Parcels are liable to 1c oz. on excess weight over even pound until the next pound rate or group rate is reached.

. . . And the Present Ones

Addressed to		1 lb.	2 lb.	3 lb.	4 lb.	5 lb.	6 lb.	7 lb.	8 lb. $	9 lb.	10 lb.	11 lb.	12 lb.	13 lb.	14 lb.	15 lb.	Over 15 lb. and up to 20 lb. $	Over 20 lb. and up to 25 lb. $
To any post office within 20 mi. (irrespective of provincial boundary)		.10	.12	.14	.16	.18	.20	.22	.24	.26	.28	.30	.32	.34	.36	.38	.45	.55
To any post office beyond 20 mi. but in same province*		.16	.22	.28	.34	.40	.46	.52	.58	.64	.70	.76	.82	.88	.94	1.00	1.20	1.40
From a post office in any province to a post office in the immediately adjoining province*		.17	.25	.33	.41	.49	.57	.65	.73	.81	.89	.97	1.05	1.13	1.21	1.29	1.55	1.85
To or from any PO in the province of	To or from any PO in the province of																	
Newfoundland	Quebec	.18	.28	.38	.48	.58	.68	.78	.88	.98	1.08	1.18	1.28	1.38	1.48	1.58	2.00	2.40
Newfoundland	Ontario	.19	.31	.43	.55	.67	.79	.91	1.03	1.15	1.27	1.39	1.51	1.63	1.75	1.87	2.35	2.85
Newfoundland	Manitoba, Sask., Alta., B.C.	.20	.34	.48	.62	.76	.90	1.04	1.18	1.32	1.46	1.60	1.74	1.88	2.02	2.15	2.75	3.50
N.B., N.S., or P.E.I.	Ontario	.18	.28	.38	.48	.58	.68	.78	.88	.98	1.08	1.18	1.28	1.38	1.48	1.58	2.00	2.40
N.B., N.S., or P.E.I.	Manitoba	.19	.31	.43	.55	.67	.79	.91	1.03	1.15	1.27	1.39	1.51	1.63	1.75	1.87	2.35	2.85
N.B., N.S., or P.E.I.	Sask., Alta., B.C.	.20	.34	.48	.62	.76	.90	1.04	1.18	1.32	1.46	1.60	1.74	1.88	2.02	2.15	2.75	3.50
Quebec	Manitoba	.18	.28	.38	.48	.58	.68	.78	.88	.98	1.08	1.18	1.28	1.38	1.48	1.58	2.00	2.40
Quebec	Saskatchewan	.19	.31	.43	.55	.67	.79	.91	1.03	1.15	1.27	1.39	1.51	1.63	1.75	1.87	2.35	2.85
Quebec	Alta., B.C.	.20	.34	.48	.62	.76	.90	1.04	1.18	1.32	1.46	1.60	1.74	1.88	2.02	2.15	2.75	3.50
Ontario	Saskatchewan	.18	.28	.38	.48	.58	.68	.78	.88	.98	1.08	1.18	1.28	1.38	1.48	1.58	2.00	2.40
Ontario	Alberta	.19	.31	.43	.55	.67	.79	.91	1.03	1.15	1.27	1.39	1.51	1.63	1.75	1.87	2.35	2.85
Ontario	B.C.	.20	.34	.48	.62	.76	.90	1.04	1.18	1.32	1.46	1.60	1.74	1.88	2.02	2.15	2.75	3.50
Manitoba	Alberta	.18	.28	.38	.48	.58	.68	.78	.88	.98	1.08	1.18	1.28	1.38	1.48	1.58	2.00	2.40
Manitoba	British Columbia	.19	.31	.43	.55	.67	.79	.91	1.03	1.15	1.27	1.39	1.51	1.63	1.75	1.87	2.35	2.85
Saskatchewan	British Columbia	.18	.28	.38	.48	.58	.68	.78	.88	.98	1.08	1.18	1.28	1.38	1.48	1.58	2.00	2.40

*The Maritime Provinces, New Brunswick, Nova Scotia and P.E.I., are considered as one province.

What New Parcel Rates Mean

OTTAWA (Staff) — How will the new parcel post rates of the Canada Post Office actually work out?

These new rates, effective March 1, are for domestic mailing only.

Rates to the U. S. and overseas are not affected.

The parcel post rate schedule is made up of some 340 separate rates. All are to be increased, with the larger increases falling on the lower rates (see tables).

The increases are expected to boost parcel post revenues by an annual $9 million. This is 41% of revenues in 1959-60, $22.1 million.

The individual rate increases range between 22% and 50%. Examples:

• **The 1 lb. rate from any point in Ontario** to any point in Manitoba or Quebec will be raised from 17c to 24c — 41%.

• **The 15 lb.-to-20 lb. rate** from any point in Ontario to any point in Manitoba or Quebec will be raised from $1.55 to $1.90 — 22%.

• **The 1 lb. rate from any point in Prince Edward Island** to British Columbia will move up from 20c to 30c — 50%.

One effect of the increases will be to eliminate the special low rates prevailing within a 20-mi. radius of any post office. These are to be abandoned and the inter- and intra-provincial rates set out in the tables are to be applied.

Excess weight charges—1c per pound on excess weight over the even pound — will remain unchanged.

The Post Office hopes that the increases will divert heavier parcels to the **CNR** and **CPR** express companies.

Reason:

The rate increases have narrowed the differential between Post Office and express charges on heavy parcels far more than on lighter items.

Example:

▶ **The 1 lb. rate within the same province** is 16c, will be raised to 23c. The express charge for this delivery is $1. Differential is 84c, will drop to 77c.

▶ **The 20 lb.-25 lb. Post Office** rate within the same province is $1.40, will jump to $1.80. Express charge is $1.85. The differential is 45c, will drop to 5c.

Because the express companies offer individual parcel deliveries and collect receipts, the rate increase should cause mail order houses to switch their heavier mailings to the express companies.

This will be fine with the Post Office. The department is geared to handle small (below 5 lb.) parcels best, takes on anything above 15 lb. with reluctance. It won't accept parcels over 25 lb., and charges a 25c surcharge for items larger than 36 in. in longest dimension.

One reason for the increases:

Last year the department lost $750,000 on parcel post services. Now it should turn a minor profit and make up part of the $13.5 million in raises to postal employees which were granted this year.

The last increase in parcel post rates was in 1951.

Two Stock Issues Sold, Pipelines to Issue Bonds

Heavy demand developed for two concurrent offerings of pipeline stocks this week, with "when issued" quotations on both going to about $5 above issue price.

Syndicate headed by **Dominion Securities Corp.** and **McLeod, Young, Weir & Co.** offered:

• 284,000 shares, par $10, of **Alberta Natural Gas Co.** at $10.65 per share. ANG is to build a 108-mi. 30-in. $34-million pipeline across the southeast corner of British Columbia (**FP**, Aug. 13). **Pacific Gas Transmission Co.** will own one third of its stock, **Westcoast Transmission Co.** one third, and the public one third.

• 552,500 npv shares of **Pacific Gas Transmission Co.** at $9.47 per share. PGT plans to construct a 614-mi. 30-in. $121-million pipeline running south from a connection with ANG's pipeline, through Idaho, Washington and Oregon to a connection with **Pacific Gas & Electric Co.** on the California-Oregon border. Half of the PGT stock will be owned by PG&E, a quarter by other sponsoring interests, and a quarter by the public.

Both ANG and PGT plan to issue first mortgage bonds in the near future, to raise additional money needed for pipeline construction; PGT will also offer convertible debentures.

ANG has contracts to transport up to 461 million cu. ft. of gas daily for **Alberta & Southern Gas Co.** (a wholly owned subsidiary of PG&E) and 161 million cu. ft. for Westcoast Transmission. Payment will provide a 7½% return, before interest on debt.

PGT's contract with PG&E provides for daily delivery of 415 million cu. ft., and maximum daily demand of 454 million cu. ft.

Rate of return allowed on this contract is 6¼%, also before debt interest.

In addition to the current issue of 284,000 shares, ANG has already issued 568,016 par $10 shares. The proposed issue of $25,503,840 first mortgage bonds would bring estimated proceeds to a total of $34,024,000.

The PGT financing program is designed to raise $124,069,000 (U. S.)—$14,917,500 from sale of 1,657,500 npv shares already issued, $4,972,500 from current stock issue, $13.3 million convertible debentures, and $90,879,000 first mortgage bonds.

The offering of 552,500 PGT shares is being made in Canada alone.

Each company is authorized to issue only one class of shares.

Here are estimated capital requirements of the two companies:

	Alberta Nat. Gas ($000)	Pacific Gas *Transmission ($000)
Lands & right-of-way	266	2,446
General plant	429	2,331
Transmission main (incl. pipe)	21,380	90,795
Compressor stations	4,934	5,258
Measuring & regulating facilities	735	477
Total direct cost	27,744	101,307
Overhead, eng'g., inspection	1,532	8,371
Contingencies	1,932	3,070
Ad valorem tax during construction	...	328
Interest during const.	1,248	5,165
Total tangible plant	32,456	118,241
Intangible plant	1,248	1,854
Working capital	320	1,070
Inv. in ANG		2,904
Total	34,024	124,069

*U. S. funds.

New Village to House Workers At Whiteshell Research Centre

A village to accommodate employees of the Whiteshell nuclear research establishment will be built between the north shore of Sylvia Lake and the Pinawa Channel of the Winnipeg River—about 60 mi. northeast of Winnipeg — **Atomic Energy of Canada Ltd.** announced.

It will not be a "company town", AEC said, but will be a local government district under jurisdiction of the Department of Municipal Affairs of the Manitoba government.

Preliminary development of the 11,000-acre plant site will get under way soon, including clearing, installation of drainage ditches and work on access roads.

Shawinigan Engineering Ltd., Montreal, is co-ordinating the design and construction of the nuclear plant.

Moore & Partners, Winnipeg, has been retained to prepare the design and plant layout of the first group of plant buildings.

Central Mortgage & Housing Corp. is acting as planning consultant for the development of the Whiteshell village.

The village will be about 2 mi. from the nuclear plant.

Work has started on the access road to a bridge to be built across the Winnipeg River about 3 mi. downstream from the Seven Sisters hydro - electric plant.

The Whiteshell establishment will concentrate on power reactor development. First facility to be built there is likely to be a reactor cooled by an organic liquid and moderated with heavy water.

Two nuclear power stations now in the Canadian program use heavy water for both moderator and coolant.

One is the 20,000 kw prototype station being built near Rolphton, Ont., as a co-operative project of AEC, **Canadian General Electric Co.** and Ontario Hydro. It's scheduled for operation next year.

The other plant is the 200,000 kw Douglas Point nuclear power station to be built by AEC with the co-operation of Ontario Hydro. This full-scale station will be completed in 1964.

Site is midway between Kincardine and Port Elgin in Ontario on the eastern shore of Lake Huron.

Turbo-generator for this station has been ordered from **Associated Electrical Industries Ltd.**

BRITISH MORTGAGE BUILDING

Site clearing has started for a new head office building of **British Mortgage & Trust Co.,** on the southeast corner of Ontario and Church Sts., in Stratford, Ont. The four-story building will cover 36,000 sq. ft. of floor space and company will occupy all except the fourth floor which will be leased.

PROFESSIONAL DIRECTORY

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SELECTED GROWTH STOCKS

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Page-Hersey Affiliate Fills First 20-mi. Pipeline Order

• *Awaits decision on more big orders . . .*

• *Algoma Steel operations lower this year . . .*

By NESTOR

PAGE-HERSEY TUBES' two pipe-making affiliates have finally got under way with manufacture of pipe for new natural gas transmission lines.

Although the volume of firm orders received so far is not big, company is hopeful that the 50%-owned pipe firms—**Camrose Tubes** and **Welland Tubes**—will soon be getting enough business to keep them busy into next year.

This was the situation early this week:

• Camrose Tubes is filling an order for 10,000 tons of 36-in. pipe for the first 20 mi. of **Alberta Gas Trunk Line's** section of the Alberta to California gas pipeline.

Delivery of this pipe must be made by Nov. 10. It is expected that at least half, if not all, of the first 20 mi. of line will be laid before the winter freezeup.

• Bids have been submitted for approximately 185,000 tons of 22-in., 30-in. and 36-in. pipe for the line. This represents a little under 500 mi. of line.

Contracts to supply this pipe are expected to be awarded shortly.

If this business is obtained, it means Camrose Tubes could operate at full capacity until next April (final delivery date for this pipe). Welland Tubes would operate at a lower rate in assisting its affiliate to fill these orders.

Camrose Tubes, now employing about 150 men, should have its work force increased to 250 by January.

Page-Hersey officials are optimistic that other projected pipeline programs over the next few years will mean additional business for the pipe firms. Projects planned include expansion of **Westcoast Transmission Co.'s** system, and a new 250-mi. line from northern British Columbia to connect with the Westcoast line; expansion of **Trans-Canada Pipe Lines'** system; and the possibility of a new small-diameter line for liquid petroleum gases, from Alberta to the U. S. mid-west.

Page-Hersey itself stands to benefit from projects using pipe of up to 16-in. diameter.

Company's own operations have not been as good as in 1959, although it has maintained a better rate of production than U. S. pipe mills. Orders are still on a day-to-day basis. A lower level of residential construction this year and a recent slackening in heavy construction have affected company's operations.

It is expected that Page-Hersey's net earnings for 1960 will be below last year's $1.40 per share. In addition to the somewhat lower level of operations at the parent company, it is very unlikely that Welland Tubes, which has operated only sporadically so far this year, will pay a dividend in 1960.

In 1959, Welland Tubes' dividend was equivalent to 31c per Page-Hersey share.

Page-Hersey will show a healthy financial position at the end of this year, **FP** understands.

At recent market price of $23¾, common stock is 9% below UV level ($26), could rise 94% before reaching OV level ($46). Price is 17.0 times 1959 earnings of $1.40 per share. Yield is 3.79% at indicated annual dividend rate of 90c per share. Price this year has ranged between a high of $29¼, a low of $20¼.

• • •

ALGOMA STEEL CORP. operations for the first nine months this year are understood to have been somewhat lower than a year ago.

It is expected that output in the fourth quarter will be substantially below the level of 1959's like period. In the final three months of last year, during the U. S. steel strike, company operated at a rate in excess of 100% of capacity. Algoma's iron and steel operations for October will average around 80% of capacity. (Latest reported operating rate for the Canadian industry: 85.7% of capacity.)

As a result of the lower level of production since the second quarter, it is expected that Algoma Steel's output for the full year will be lower than in 1959, when sales amounted to $162.7 million.

Based on the smaller volume of business this year, outlook is for earnings also to be down from last year (company does not report interim results).

In 1959, Algoma earned a record $17.6 million ($3.05 per share).

Company has received initial orders for wide plate for 36-in. pipe to be used on construction of the Alberta to California gas pipeline. Big orders, however, will likely be placed next month.

Additional business from this source will mean a somewhat higher proportion of domestic sales in the fourth quarter. But this increase will be partly offset by a slight drop in export sales, resulting in little change in total volume.

At present, about 25% of Algoma's steel in semi-finished form is being made for European shipment. Company can only be competitive in export markets with steel in semi-finished form as it has a low labor content.

Algoma's inland position also serves to reduce the profitability of this export business.

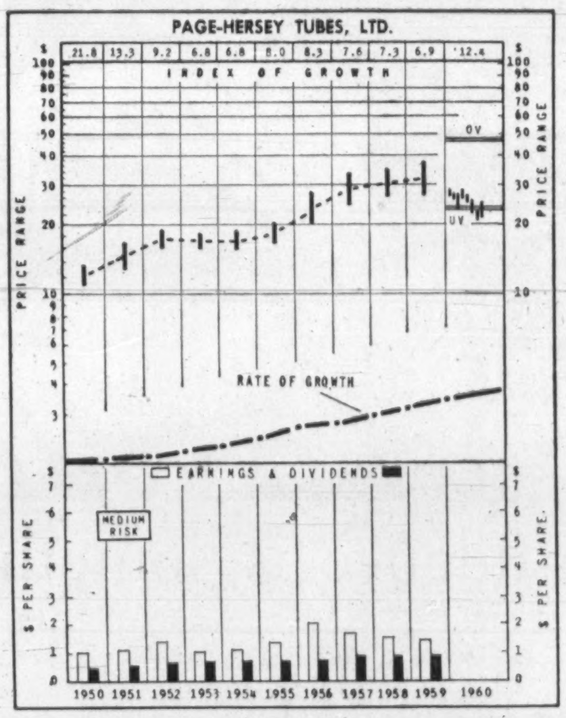
Company's Algoma sinter (iron ore) operations are being cut back to 70%-75% of capacity. Customers' stocks are large and this has resulted in a fall-off in sales.

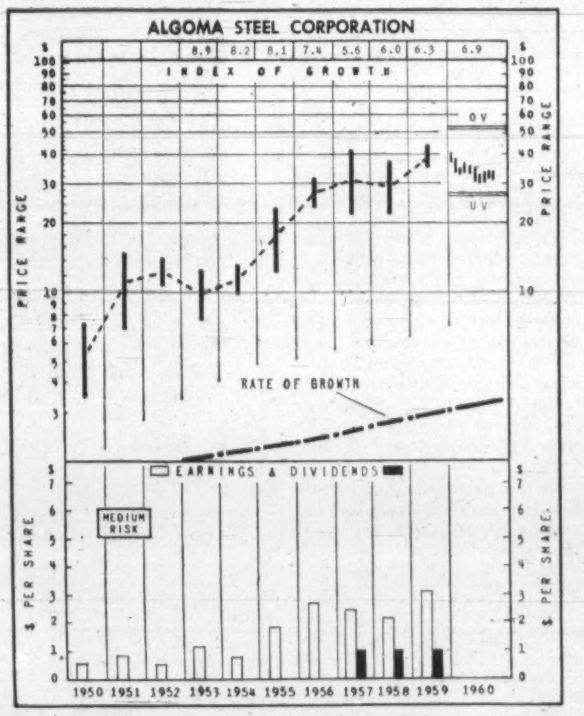
Construction of the new universal beam mill is proceeding on schedule, with trial production runs scheduled for first quarter, 1961. The mill will produce wide flange beams up to a maximum size of 24 in. by 12 in. and up to a weight of 190 lb. per ft.

Further steps in simplifying company's corporate structure were taken recently, with amalgamation of two subsidiaries, **Algoma Ore Properties** and **Canadian Furnace Co.** They will now operate as divisions of the parent company, resulting in administrative and other advantages.

Earlier this year, company's two wholly owned coal mining subsidiaries in the U. S. were merged.

At recent market price of $32, common stock is 19% above UV level ($27), could rise 63% before reaching OV level ($52). Price is 10.5 times 1959 earnings of $3.05 per share. Yield is 3.75% at indicated annual dividend rate of $1.20 per share. Price this year has ranged between a high of $40½, a low of $30.





How to Read Nestor's Special Stock Charts

INDEX OF GROWTH: The rate at which the value of the equity behind the stock is doubling as determined by the growth rate at which it entered the year. A figure at 5.6 for the present year would indicate that at its current growth rate the equity value is doubling every 5.6 years.

PRICE RANGE: The annual high, low and mean price Monthly ranges for the current year.

UNDERVALUATION AND OVERVALUATION PRICE LEVELS: Shown by the narrow horizontal lines above and below the stock's price range indicating price at which the particular stock is adjudged as underestimating or overestimating its future rate of growth. A stock showing a fast growth rate will sometimes anticipate growth by two or three years. In this case it may not be so attractive a purchase relatively as some other fast-growing stock that is not anticipating its growth beyond the immediate present. Other factors such as rate of growth and investment quality will also enter into the comparison an investor will want to make.

Without these UV or OV levels a current quotation of, say 55 or 75 would carry no significance regarding long-range value. The UV/OV levels also permit judgment as between one stock and another. They are not designated points of purchase or sale nor do they attempt to show what will be a stock's bottom or top figures in any given year.

RATE OF GROWTH: The rate as based on Nestor's tests at which the company is showing underlying or long-term growth. This will determine the price trend of the company's common stock over a period of years and in most instances the trend of dividend payments.

**Background and principles behind the selection by Nestor were discussed in special article in FP Jan. 10, 1953. A limited number of reprints are available on request.*

Toronto-Dominion Bank Promotions, Appointments

A. F. EDMUNDS, manager, Gananoque, Ont., to be manager, Barrie, Ont.

H. W. McNEVIN, manager, 172 N. Front St., Sarnia, to be manager, Guelph, Ont.

E. W. COOK, manager, 185 King St. W., Chatham, to be manager, 172 N. Front St., Sarnia, Ont.

E. J. BURGESS, manager, Bracebridge, Ont., to be manager, Gananoque, Ont.

W. K. JOYCE, manager, Avenue Rd. & Haddington Ave., Toronto, to be manager, Galt, Ont.

D. L. SMEE, manager, Estevan, Sask., to be manager, Kenora, Ont.

C. P. McCALLUM, manager, Queen's Quay, Toronto, to be manager, Avenue Rd. & Haddington Ave., Toronto.

T. A. SCHOLTE, manager, St. Marys, Ont., to be manager, Stayner, Ont.

C. H. FOSTER, manager, Stayner, Ont., to be a supervisor, credit department, head office, Toronto.

A. ROBERTS, manager, Lively, Ont., to be manager, Mohawk Shopping Centre, Brantford, Ont.

W. O. BUCHANAN, second assistant manager, King & Yonge Sts., Toronto, to be manager, Queen's Quay, Toronto.

R. E. SHERMAN, an assistant supervisor, credit department, head office, Toronto, to be manager, Bracebridge, Ont.

W. E. CHAMBERS, attached to the B. C. divisional office, Vancouver, to be manager, Lougheed Highway & Willingdon Ave., Burnaby, B.C.

R. G. BLAMEY, manager, Lougheed Highway & Willingdon Ave., Burnaby, B.C., to be statement analysis officer, Hastings & Seymour, Vancouver.

R. D. H. PROCTOR, an assistant inspector, eastern divisional office, Montreal, to be manager, Bernard & Hutchison, Montreal.

A. W. McGILL, manager, Bernard & Hutchison, Montreal, transferred to other duties in the divisional office, Montreal.

C. S. COX, accountant, 402 James St., Wallaceburg, Ont., to be manager, Lively, Ont.

J. A. BREMNER, accountant, Brockville, Ont., to be manager, St. Marys, Ont.

J. C. PERDUE, assistant manager, 25 Adelaide St. W., Toronto, to be second assistant manager, King & Yonge, Toronto.

E. G. FLEURY, an assistant inspector, head office, Toronto, to be assistant manager, 25 Adelaide St. W., Toronto.

C. D. CHIVERS, supervisor—premises, western division, Winnipeg, to be a supervisor—premises, head office, Toronto.

W. K. WORTON, attached to the premises department, western division, Winnipeg, to be supervisor—premises, western division, Winnipeg.

G. G. KENZIE, credit officer, Colborne & Thomas, Oakville, to be a credit officer, Queen & Spadina, Toronto.

W. J. L. RIDLEY, assistant accountant, New York, to be assistant special representative, New York.

G. R. WILTON, accountant, King & Wentworth, Hamilton, Ont., to be credit officer at that branch.

S. MELNYK, accountant, Medicine Hat, to be credit officer at that branch.

G. D. HOLLAND, accountant, Dunnville, Ont., to be accountant, 402 James St., Wallaceburg, Ont.

C. L. LaFRANCE, accountant, 100 d'Youville St., Quebec, to be accountant, 1470 St. Catherine St. E., Montreal.

A. E. BENNETT, accountant, Colborne & Queen, Brantford, to be accountant, Burford, Ont.

L. R. HOWSON, accountant, Alliston, Ont., to be accountant, George & Hunter, Peterborough, Ont.

J. F. DARBY, accountant, George & Hunter, Peterborough, to be accountant, Brockville, Ont.

W. F. McGREGOR, supervisor securities, 240 St. James St., Montreal, to be accountant at that branch.

G. W. DARICHUK, accountant, Dawson Creek, B.C., to be accountant, Medicine Hat, Alta.

MISS B. J. LENT, acting accountant, Queen & Parliament, Toronto, to be accountant at that branch.

G. W. SAWYERS, acting accountant, Merritt & Chestnut, Merritton, Ont., to be accountant at that branch.

D. L. DILLER, assistant trader, foreign department, 414 St. James St., Montreal, to be trader at that office.

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Industry Study Might Reduce Export Costs

There is no room for the feather - bedder, unintentional or otherwise, either in labor or in management, in international trade, President R. D. L. Kinsman, told this week's meeting of the Canadian Exporters' Association.

He called for a thorough study of Canadian industry to determine those parts that have a future in exporting to foreign countries.

Steps should be taken to encourage those industries that would increase manufacturing and processing in Canada, he said.

Here is a digest of Mr. Kinsman's speech. **See also p. 25.**

By R. D. L. KINSMAN
President, Canadian Exporters' Association

In Canada's commercial policies for the last 100 years, we have been compromising between two contradictory objectives.

- **On the one hand,** we have aimed at encouraging domestic industry by a measure of tariff protection.
- **On the other,** it has been a declared purpose of all Canadian governments to encourage the basic export industries through a program of trade agreements, designed to obtain better access to world markets.

But a trade agreement, designed to obtain better access to a market, usually means a tariff concession by the other party. Almost inevitably, this involves a tariff concession by Canada on something else.

Since the middle 30s, Canadian policy has generally aimed at promoting exports through reducing barriers to trade.

In combined imports and exports, we now rank fourth in the world — just behind Germany — while, in total foreign trade, per capita of population, we rank proudly first. This is what foreign trade — both imports and exports — means to Canadians.

Unfortunately, in nine of the last 10 years Canada has had total trade and payments deficits ranging from $334 million in 1950 to $1,460 million in 1959.

Very disturbing to many is the fact that these deficits were financed by imports of capital, largely from the U. S.

Added to these problems is the fact that, in the past two years, unemployment has risen to disquieting proportions.

These developments have given rise to lively debate on Canada's commercial policy.

Are we attempting to do too much, too fast? Are we living beyond our means?

Adding to our perplexities, is the growth of regional trade blocs in Europe — a new and most dangerous threat to our exports.

Whether the two blocs are to endure, or merge, Canada finds itself up against a form of new — and very tough, competition.

Where does all this lead Canada?

There are prophets of doom who cry out for large doses of protection, or urge some form of reciprocity with the U. S.

It seems to me that, by so doing, we compound the felony. We are restricting, or diverting, trade — instead of creating it.

Canada has consistently; urged reliance on true trading internationalism — and its agents, GATT, the International Monetary Fund and the International Bank of Reconstruction and Development.

The volume of trade between members of GATT has doubled since before the war.

In the course of the GATT tariff negotiations, the rates of duty on tens of thousands of items, traded between member states, have been reduced or bound against increase.

International trade has had a greater degree of stability than ever before, and the international liquidity of currencies has caused most of them to become almost freely convertible.

Exchange rates have remained relatively stable and international trade — except for agricultural products — is now freer than at any time since the 1920s.

In the perspective of history, this is a major accomplishment, and we would like to see it stay that way.

Where does all this lead Canada?

Statistics — ill-read, misread, or not read at all — have sparked the current — and defeatist — demand for increased protection.

Protection for whom?

Presumably for the manufacturer of goods destined for the Canadian domestic market.

Protection against what?

It is clearly stated — against the inroads, into the Canadian domestic market, of imports from the so-called "cheap-wage" countries.

Protection for what reason?

To protect the Canadian worker, and his standard of living — the second highest in the world — from the unfair competition of his grossly underpaid counterpart in foreign lands.

Growing unemployment is, most properly, causing the gravest concern but the idle Canadian worker deserves fairer — and more thoughtful — support than that just described.

Study the figures. The GNP has increased by only 3% in the last three years — and this rate of growth is insufficient to absorb the growing labor force.

We have more unemployed because we have more people to be unemployed — there are still over 100,000 more people working this year, than last year.

This is cold comfort to the idle wage-earner. Will restricting imports solve the problem? Yes — partially — for a short while.

Are we so naive as to assume we can do this indefinitely — export some of our unemployment to our trading partners — without counter-measures on their part?

Let there be no fallacious thinking — that, if we drastically reduce imports, our exports will continue to take care of themselves. Those days are past.

There is almost no major export commodity from Canada, where alternative sources of supply do not exist, capable of quick utilization to supplant the Canadian product.

And what of the myth that it is the low-wage countries which are to blame for our plight?

Foreign automobiles are blamed. Japan is blamed. The U. K. is blamed. Take German cars. Our trade balance with West Germany in 1959 was $3 million to the good — in other words, we exported to Germany $3 million more than we bought from there. Our trade balance with Japan was $37 million in our favor. With the U. K. it was $192 million in our favor.

In consumer goods we imported, from the U. S. in 1959, nearly twice as much as from the rest of the world combined.

I need hardly remind you that the U. S. is the country with the highest wage rates in the world.

It is certainly not low wage rates in foreign countries that are causing the principal damage. Then what is it?

I suggest that part of the trouble may be in inefficient and, therefore, high cost production in Canada itself.

No one wishes to minimize the difficulties of industrial production in Canada — the small population, the vast distances, the high costs of transportation, and so on, but let us properly recognize them for what they are — instead of making a facile diagnosis and prescribing a set of cures that risk killing the patient.

The whole truth of the matter is that, in international trade, there is no room for the featherbedder, unintentional or otherwise, either in labor or management.

We need a thorough study of Canadian industry to determine those parts which have a future, exporting to foreign countries.

A particular effort should be made to encourage those industries which would increase processing and manufacturing in Canada.

We might do more for the growth of our manufacturing industry by negotiating a reduction in foreign tariffs — particularly in the U. S. — than by raising our own and inviting retaliation.

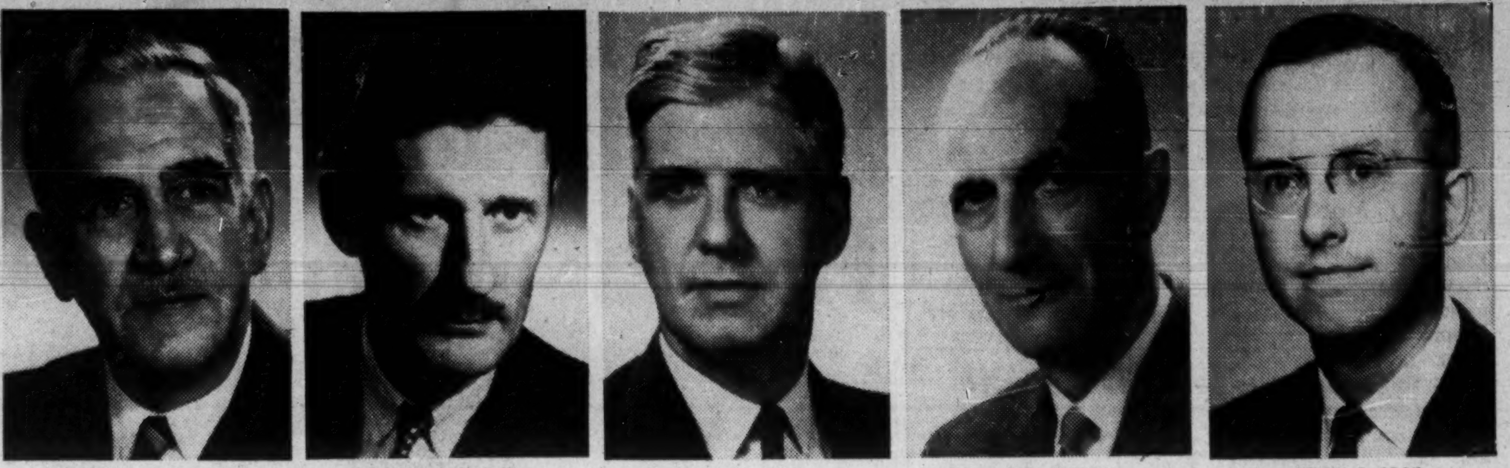
We need to study our own costs in relation to those abroad and, more important than wage rates, we have to measure our industrial efficiency against that of the foreign producer.

If we are substantially to increase employment—and reduce our trade and payments deficit — then let us do it where we can do it most efficiently.

Let us find out the facts, with the help of government and then do some national planning, based on the facts established. If a Royal Commission is the most suitable instrument for such a study, then I urge that one be appointed.

ANNOUNCEMENT

SHERBROOKE MACHINERIES LIMITED EXECUTIVE APPOINTMENTS



THOMAS W. TOOVEY — RUSSELL I. McCABE — JOSIAH WOOD — JACK GRUNDY — MERRILL E. COOK

The Board of Directors of Sherbrooke Machineries Limited announce the election of Thomas W. Toovey as President of Sherbrooke Machineries Limited succeeding the late M. W. Davis. Mr. Toovey has been associated with Sherbrooke Machineries since 1950, serving as Sales Manager. The Company also announces the election of Russell I. McCabe as Vice-President, Manufacturing; Josiah Wood, Vice-President, Sales; Jack Grundy, Treasurer, and Merrill E. Cook, Comptroller.

Mr. McCabe came to Sherbrooke Machineries as Assistant Manager in 1941 and was made General Manager in 1950. Mr. Wood and Mr. Grundy have been associated with the Company since 1951 and 1946, respectively. Mr. Cook who joined the company in 1945, will also assist the Treasurer in financial matters.

"EXPORT"
PLAIN OR FILTER TIP CIGARETTES

ANNOUNCEMENT

ARMALITE COMPANY LIMITED

M. S. GREEN — R. H. WRIGHT

The Board of Directors of Armalite Company Limited announces the appointments of M. S. Green as Chairman of the Board and R. H. Wright as President.

Mr. Green, one of the founders of the Company, has occupied the position of President since 1956. In his new post he will also assume the executive duties of Treasurer.

Mr. Wright joined Armalite in 1956 and has had wide experience throughout the basic chemical industry. Prior to his appointment as President, he was Vice President in charge of Marketing.

In his new capacity Mr. Wright will assume the duties of chief executive officer of the Company.

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Confidence is something you earn

Quebec Hydro-Electric Commission Building, Montreal . . . structural steel fabricated and erected by Dominion Structural Steel Limited.

And that's what this engineer from Dominion Structural Steel is working towards.

When major structural steel projects are still on the draughting boards, the planners want to place their confidence in the products and engineering of a company that will fabricate and erect their structural steel.

From executives in a wide range of industries they discover that with Dominion Structural Steel confidence is a full-time objective. The unqualified endorsement of these firms is convincing testimony of the capabilities of Dominion Structural Steel.

In addition, as a member of the Structural Steel Division of Canada Iron, Dominion Structural Steel offers a depth of experience from coast-to-coast.

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Ask Help for Exporters To Avoid Boost in Tariffs

More government assistance for export industries is needed to help Canada restore a balance of trade, retiring president Paul Bienvenu told the Canadian Council of the International Chamber of Commerce.

Increased tariff rates would be a last resort, he said. He urged Canadians to make more savings available for investment in Canada to help cut imports of capital.

More purchases of made-in-Canada goods would help cut consumer imports which last year accounted for 33% of total imports.

MONTREAL (Staff) — Canada, which relies heavily on exports of raw materials, is not receiving its due in international trade.

This thought was expressed by retiring president Paul Bienvenu of the Canadian Council of the 66-nation International Chamber of Commerce at its 14th annual meeting in Montreal.

He urged government assistance for export industries and, as a last resort, increased tariff rates.

"Canada has built the enviable reputation of being a country respecting trade agreements to the letter," Bienvenu said.

"Perhaps then some of the nations trading with us could transfer their admiration of our honesty into practical, honest and sincere use of our methods."

Raw material exports are influenced by the needs of nations with manufacturing on a larger scale in relation to total economy than Canada.

A second quarter drop of 7.5% in export sales was one reason why gross national product slipped to the annual rate of $35,000 million. This, the council heard, was no surprise to businessmen who have to face increasing difficulties not only in export markets but in dealing with foreign competition at home.

Total imports in 1959 reached $5,500 million and Canadian balance of payments deficit on current account was $1,429 million. Unfavorable trade balance alone accounted for $380 million of the total current payments deficit.

Industrial markets represented 27% of 1959 imports, investment goods 31% and consumer goods 33%.

"With our comparatively small population it appears difficult for us to do entirely without the import of consumer goods, but certainly not to the extent of 33%.

"Let us pay a better compliment than that to our Canadian ingenuity and talents," Bienvenu suggested.

There were two obvious ways for Canada to improve its balance of trade:

- **Increasing its exports.**
- **Curtailing its imports.**

The first alternative was preferable and the Canadian Council of ICC hopes Canadian GATT delegates will obtain new markets for Canadian goods in Europe and U. S

Bienvenu urged that Ottawa provide long-term credits for exports and consider incentives to export industries in the form of tax reductions on export sales.

"Although I think it should be a last step, we must also, if we fail to get adequate co-operation from our trading partners to permit Canadian manufactured goods to be sold in their countries, give careful consideration to protecting some of our own industries that are now suffering from foreign competition by increasing tariff rates," he said.

Another suggestion for reducing Canada's balance of payments deficit:

Ask Canadians to provide a greater amount of savings for investment purposes, so Canada would be less dependent on the U. S. and other nations.

Bienvenu said he sometimes doubts whether "we in Canada are displaying enough confidence in our own development and our own future.

"In spite of fears to the contrary — due to fields opening in Europe and in the underdeveloped countries — foreign investment has continued to seek out Canada as one of the most secure and profitable countries to place funds."

Martin P. Murphy, executive vice-president of **Northern Electric Co.,** was elected chairman of the council for a two-year term.

C. C. Pratt, St. John's, was elected a vice-president.

Elected to executive committee: Q. J. Gwyn and A. L. Phillips of Montreal; Perry S. Bower, Winnipeg; Rhys M. Sale, Toronto.

New Directors:

J. U. Boyer, president, **La Banque Provinciale du Canada,** Montreal; G. Arnold Hart, president, **Bank of Montreal,** Montreal; Victor deB. Oland, vice-president, **Oland & Son Ltd.,** Halifax; R. B. Taylor, vice-president and treasurer, **Steel Co. of Canada,** Hamilton; W. O. Twaits, president, **Imperial Oil Ltd.,** Toronto; Omer G. Voss, president, **International Harvester Co. of Canada,** Hamilton; M. M. Walter, chairman and president, **Royal Bank of Canada.**

Other officers and directors were re-elected.

Named to represent the Canadian Council on the ICC's Paris Council: R. C. Berkinshaw, chairman, **Goodyear Tire & Rubber Co. of Canada,** Toronto; Paul Bienvenu, president and managing director, **Catelli Food Products Ltd.,** Montreal; H. Dolisie, president, **Canadian Liquid Air Co.,** Montreal; A. Leslie Lawes, president, **Lawes Shipping Co.,** Montreal; Gerald G. Ryan, president, **L. G. Beaubien Co.,** Montreal; A. Lovell Phillips, president, **Canadian Steel Strapping Co., Montreal.**

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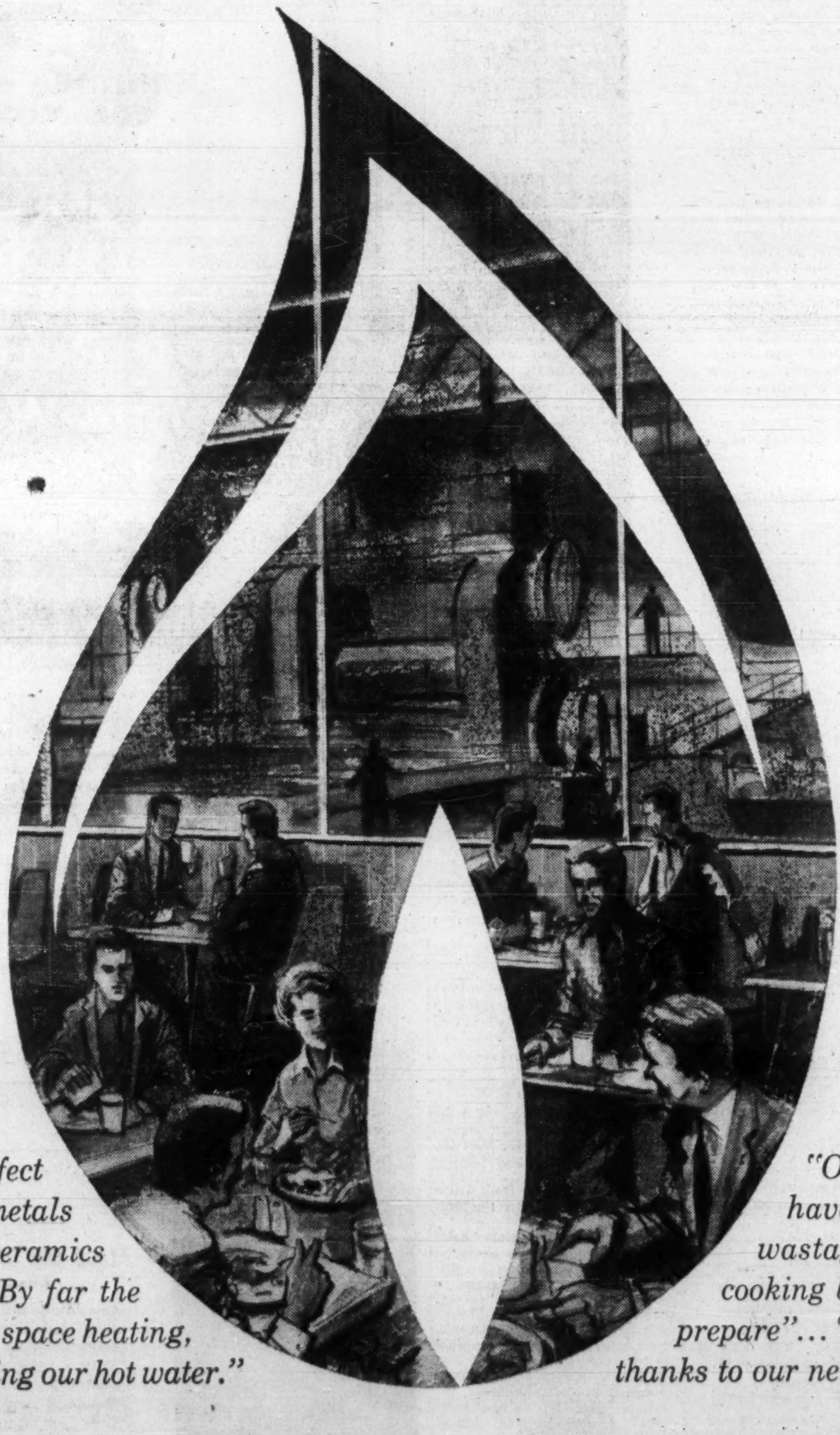

Canadian Industry and Commerce is switching to Natural Gas!

Industries from coast to coast in Canada are discovering the benefits of Natural Gas in every phase of their operations.

They have found that Natural Gas is the ideal fuel for both high and low temperature heat processing. The controllability and speed can cut processing time dramatically . . . keep costs down by reducing waste.

And Natural Gas is ideal for water and space heating, as well. Boiler rooms stay remarkably clean and free from dirt . . . processing baths and plant cafeterias have a constant supply of hot water at the exact temperature required. In every phase of the industry, Natural Gas does a better job . . . cleaner, faster, more accurately and economically than any other fuel.

Canadian Commercial Establishments are discovering the benefits of Natural Gas, too. Hotels, restaurants, hospitals and other institutions are finding it helps them turn out more appetizing meals faster . . . with less food wastage. And the clear, blue Natural Gas Flame helps keep kitchens, furnace and boiler rooms cleaner . . . to cut cleaning costs and keep up profits.

The growing Gas Industry is helping Canadian Industry and Commerce increase efficiency while cutting overhead. It is an important part of Canada's industrial expansion. Write today, to the Canadian Gas Association, Toronto . . . and see how Natural Gas can help you in your business.

"Our Gas-Fired furnaces give us perfect high temperature control for our metals processing"... "We wouldn't fire our ceramics in anything but Gas-Fired kilns"... "By far the most satisfactory fuel we've ever had for space heating, and certainly the best there is for supplying our hot water."

"Our Gas-Fired travelling bake-ovens have stepped up production, cut down wastage"... "We've discovered that Gas cooking brings out more flavour in the foods we prepare"... "We've got a clean furnace room at last, thanks to our new Gas installation."

Natural Gas . . . working for you from coast to coast

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Bottled in Scotland

How One City Fought Its Industry Losses

When Ford Motor Co. moved out of Windsor, Ont., supplier plants and other industries went with it. Employment dropped by more than 25%.

Here's how Windsor has won back 21 new industries in the last two years.

By RALPH YOUNG and P. T. DURRANT

What can a community do when one of its major industries and several smaller ones move out, and unemployment rises to the point where retail business is affected?

One thing is to make it as easy as possible for new plants to get into production.

Windsor, Ont., provided a one-story structure all ready for a manufacturer to move in.

One manufacturer did just that. A second company took a good look — and built a similar plant for its own use.

A contractor was encouraged to erect another for lease, in the industrial development area where the first building was erected.

In all, 21 new industries have gone into Windsor in the last two years.

A survey in 1958 showed the Greater Windsor Industrial Commission that, while there were buildings available, they were mostly older, multi-story plants. Most new industries were interested in smaller, one-story units.

Border Buildings Inc. was organized as a wholly-owned subsidiary of the commission.

Under the energetic prodding of Murray A. Elder, industrial commissioner, 60 local companies and individuals were persuaded to participate in erection of a 4,000 sq. ft. structure in Sandwich East township, in an industrial park just outside the borders of Windsor city.

Success in attracting industry has encouraged the commission to hold industrial symposia in 1955, 1958 and this year, at which out-of-town representatives of financial, industrial and transportation interests have gathered in Windsor to see developments and hear about future prospects.

The 1960 gathering last week, with about 50 present from as far as Galveston, Tex., heard a prediction that Windsor as "the centre of the industrial core of North America" may have a population of 210,000 by 1965.

The forecast was made by G. S. Manser, sales manager, **Bendix-Eclipse of Canada Ltd.,** which was established in Windsor in 1920.

Fifth city in Canada in selling value of factory shipments, it is also fifth in industrial expansion with $372 million spent in industrial buildings and equipment in the last 10 years, he said.

After **Ford Motor Co.** of Canada moved its assembly plant to Oakville, Ont., in 1953, some supplier plants moved to the Toronto area. Then a few other plants, not affiliated with the automotive industry, also left town.

The number of persons employed actually declined by more than 25% with a loss of about 11,000 jobs.

But Windsor refused to stay down.

Aroused by their local newspaper and by civic leaders, the voters swept out the old administration and elected a businessman as mayor.

The new city council inaugurated an aggressive program of industrial development. Some results:

- **In the last 10 years,** 114 new industries have been established.
- **Industrial diversification has advanced** so that now about 48% of the city's industry is non-automotive (compared to 26% in 1942, 35% in 1952).
- **Population of Greater Windsor has actually increased** in the last decade — 190,991 in 1959, compared to 157,651 in 1951.
- **The tide has turned in employment.** It is estimated that 32,000 are now gainfully employed, compared to an annual average of 30,170 last year — the low point in recent years.

There are slightly more than 7,000 persons, both male and female, listed for jobs with the local Unemployment Insurance Office, compared to about 9,600 at the same time two years ago and 12,400 in 1956.

The mild deflation caused by a period of unemployment has had some side effects which tend to make Windsor attractive to business industry.

Many families have moved out of the area but building of homes has continued. Thus, houses are available at prices $2,000 to $4,000 less than for similar accommodation in other big Eastern Canada centres.

There are vacancies in both industrial and commercial buildings. Rents have eased slightly.

Diversification of industry has caused Windsor to lose its place as the highest wage area in Canada.

The "labor climate" is considered to be much more favorable than it was a decade ago.

These new industries have moved to the Windsor area in 1960:

Amherst Steel Cruisers, steel boats; **Aquapon Marine Products,** pontoon water craft; **Border Patterns Ltd.,** wood patterns; **Brasscraft Canada Ltd.,** plumbing supplies; **Custom Fiberglass Manufacturing,** fiberglass fabricating; **Kimball Russell (Ontario) Ltd.,** wooden windows and windowalls; **Roger's Aluminium Products,** aluminum windows and doors; **Wm. Ronlee Craft,** fiberglass boats; **Weltronic Canada Ltd.,** electronic equipment; **Robotron of Canada Ltd.,** electronic equipment; **Grover Pneumatic Tubes,** pneumatic tube systems; **Over-the-Road Equipment,** transport trailers; **Sherman Laboratories,** pharmaceuticals and biologicals; **Pyramid Mobile Homes,** mobile homes; **Chevron Matting Co.,** rubber link mats; **La Salle Plastics,** plastic specialties; **Burmac Manufacturing Ltd.,** screw machine products; **Hull-Thomson Ltd.,** metal fabricating; **Techno Tool & Die,** tools and dies; **Avco Tool & Die,** tools and dies; **White Eagle Tool & Die Co.,** tools and dies.

Cement Firm Sales Higher, Now in Black

Sales of **Lake Ontario Portland Cement** in current fiscal year to Sept. 21 were 28% higher than in like period last year.

Company is now operating profitably, President G. H. Elliott states, and it is expected that earnings in second half of the fiscal year will more than offset the $596,375 loss incurred in the six months ended May 31, 1960 (**FP**, July 30).

Company had a net loss of $375,408 in year ended Nov. 30, 1959.

Lake Ontario's better showing this year is attributed partly to sale of a portion of its output in the Rochester area in the U. S.

Due to the present depressed price structure in Ontario, sales in the U. S. provide a better profit margin for company.

Lake Ontario's plant is operating at capacity. Rate has been as high as 15% to 20% above current annual capacity of 1,650,000 bbl.

Details of a seven-year expansion program should be announced by end of 1960. Financing for this program will not be in the form of equity, Mr. Elliott says.

It is likely that company will need a third kiln within the next two or three years to increase capacity to three million bbl. annually.

The president declined to comment on when payment on arrears of dividends on the preferred stock, now amounting to some $175,000, can be expected.

Ontario Liquor Sales Rise 2.9%

Sales of liquor, beer and wine in Ontario were $326 million in fiscal year to March 31, 1959, the annual report of Liquor Control Board shows.

That is a 2.9% rise from dollar sales of $316.8 million the previous year.

Government liquor stores' sales were $172.8 million, up 15.2%.

The Board paid out to the provincial treasurer $76 million in profits and fees, to the federal government $51.2 million in customs and excise duties, $8.8 million in sales taxes and $46.4 million for malt duties and beer and wine taxes. Pay-out to all governments was $183 million.

There were 1.3 million individual liquor permits issued during the year.

SIGMA MINES

Sigma Mines produced gold valued at $208,060 during September, from 36,000 tons milled. Production the previous month was $233,064 and $211,451 in September 1959.

ANNOUNCEMENT

ROBERT J. WOXMAN

The Board of Directors, Kelvinator of Canada Limited, announced the appointment of Robert J. Woxman as President, General Manager and Director of the Company. This appointment follows the resignation of John Sinclair from these offices for reasons of health. Mr. Woxman brings to the company over twenty-seven years of experience in the appliance industry. Until this appointment he was General Manager of one of the major Canadian manufacturers of electrical appliances.

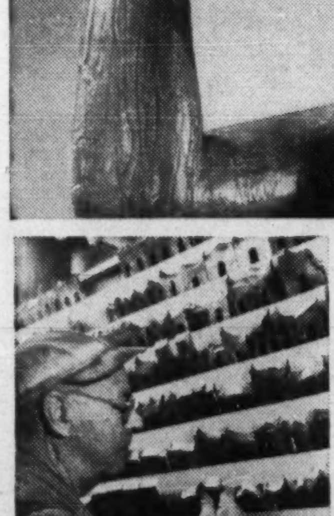
Investment Securities

Cochran, Murray & Hay

Member, The Toronto Stock Exchange

Dominion Bank Building, Toronto

Hamilton Kitchener London 6145



A stock of 3400 knives are on hand to produce custom mouldings and panelling in Laidlaws Manufacturing Division.

HOW?

How does Laidlaws supply the lumber dealer with building materials to meet the demands of his individual customers?

By maintaining comprehensive stocks in their acres of warehouse space, by keeping a substantial inventory of both hardwoods and softwoods and by processing special orders in their own planing mill. This "in stock" position helps dealers throughout Ontario to eliminate any chance of a lost sale.

More and more lumber dealers are discovering that from Laidlaws you get *what you want—when you want it.*

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IN THIS AREA

SASKATCHEWAN

LIGNITE

IS YOUR CHEAPEST SOURCE OF ENERGY!

In the competitive arena of business today no executive can justify to himself, or to his directors, needless expenditures of money which add to operating costs! Fuel is a permanent part of overhead and a careful selection of the right fuel can save literally tens of thousands of dollars over the years.

Saskatchewan Lignite Coal is *consistently* the cheapest form of energy available to industry in the area designated. The costs remain steady with a minimum of fluctuation and are, therefore, a *known factor* in your operational overhead. The *dependability* of an uninterrupted supply, always available, is guaranteed.

In spite of ever recurring fads for 'new' types of fuel against which coal has had to compete, The Manitoba and Saskatchewan Coal Company Ltd. has been prominently in business for over fifty years and 1958 was the biggest and most successful year in the history of the company. The reason for this is as sound as basic economics: in this area over 80% of industry uses coal—and of these industries 98% use Saskatchewan Lignite.

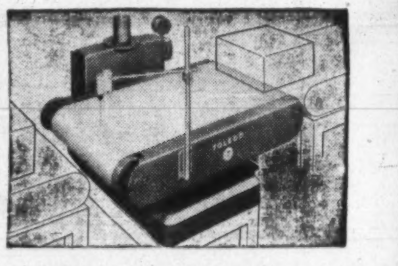
We would like the opportunity to discuss this with you.

MANITOBA and SASKATCHEWAN COAL COMPANY (LIMITED)

Mines at Bienfait, Saskatchewan Head Office: Winnipeg, Man.

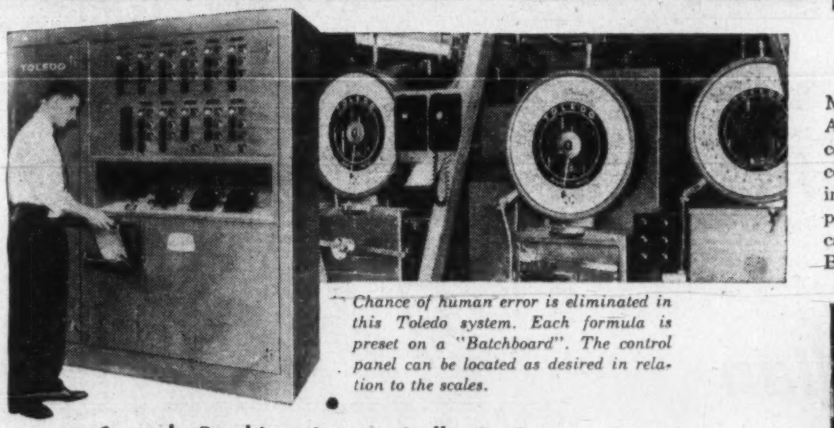
TOLEDO Reports on Automatic Weighing

★ New Ideas For Cost-Saving



Checkweighs In-Motion

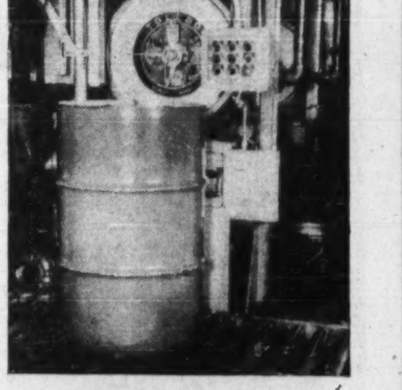
Many plants today are putting Toledo Automatic Checkweighers into their conveyor lines. Models to provide continuous, 100% in-line checkweighing of items from a few ounces to 200 pounds. Motorized belt. Handle sacks, cartons, packages, pieces, parts. Ask for Bulletin 2968.



Chance of human error is eliminated in this Toledo system. Each formula is preset on a "Batchboard". The control panel can be located as desired in relation to the scales.

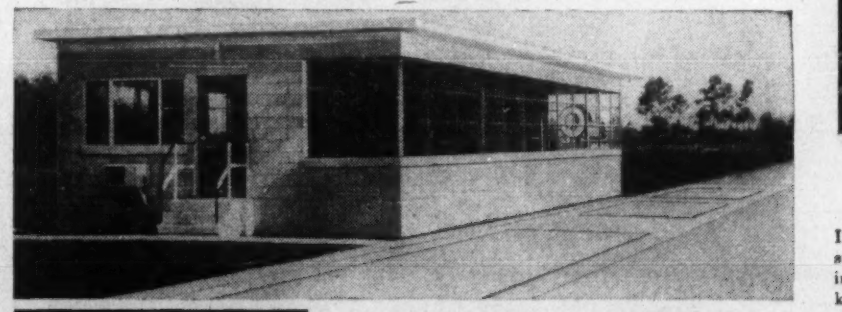
Controls Batching Automatically At Remote Stations

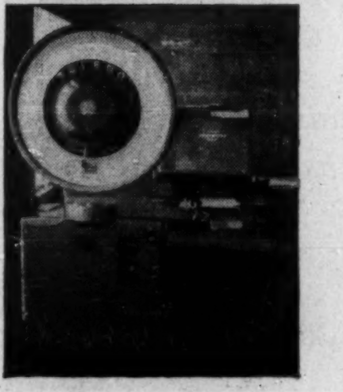
Operator at convenient remote location has full command of a multiple scale batching system with Toledo Remocon. As many formulas as required are pre-set on "Batchboards" and inserted into panel. This is one of several types of Toledo remote-control batching systems for today's needs, including punch card, "Formulaplug" and digital scanner. Ask for Bulletin 2964.



Automates Drum-Filling

In this oil industry plant, a Toledo sub-surface filler automatically eliminates foaming and controls drum filling. The scale is keyed into conveyorized system . . . provides faster, more accurate filling. Saves time, labor, avoids loss of material and customer goodwill. One of many operations where Toledo controls guard costs. Ask for Bulletin 9030.





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One remote dial serves *three* platforms in this Toledo Electronic Load Cell Scale for truck weighing at a large cement plant. With a truck on three platforms, scale reads individual axle loads or total weight. Equipped with Printweigh "400" to print full figure weight data. Brings new versatility to weighing. Request Bulletin 2970.

WRITE TODAY for specialized help from our Custom Products Division, or contact the Toledo Office near you, to solve your problems in batching, checkweighing, drum-filling, load cell applications, Toledo Scale Company of Canada, Ltd., Windsor, Ont.

TOLEDO® Headquarters for Weighing Systems

Plan 39 Hearings To Draw Up New Chemical Tariffs

The Tariff Board, which is holding hearings on the revision of chemical tariffs, has held two hearings, listed dates for nine more, and probably will hold another 30 during the next three years.

The Chemical Industry Committee is presenting the views of the Canadian chemical importing and manufacturing firms.

The board is using the "Brussels Nomenclature", a system of listing chemicals according to the elements they contain, instead of by "end use" or other criteria formerly in use.

Some firms may have to attend 15 or 20 hearings to protect their interest in various categories.

OTTAWA (Staff) — So far, the Chemical Industry Committee has done a masterful job of reconciling the conflicting interests of the Canadian chemical importing and manufacturing firms in hearings now taking place before the Tariff Board.

Broadly speaking, the CIC proposals at the second set of hearings (the first were reported by **FP**, Oct. 1) summarized individual proposals contained in some 10 industry briefs to the board.

The board is using the so-called "Brussels Nomenclature" (a chemicals naming system widely used in Europe) as the basis on which to conduct the present hearings. The second group dealt with Brussels items 28.06 to 28.10 inclusive.

Chemicals involved:

Hydrochloric acid and chlorosulphonic acid, sulphur dioxide, sulphuric acid and oleum: nitric acid and sulphonitric acids; phosphorus pentoxide and phosphoric acids.

With two exceptions, the CIC committee proposed BP and MFN rates for all of these of 15% and 20% respectively. The exceptions:

- **Phosphorus pentoxide and phosphoric acid** would be free under BP, pay 20% MFN.
- **Chlorosulphonic acid** would be free under both schedules until the customs department finds that it is "made in Canada." After that it should pay 15% and 20%.

Wholesale adoption of the CIC proposal by the government would probably not change the average levels of protection on these chemicals very much. But it would change greatly the duty rates on specific chemical shipments. The changes would be in both directions.

Reason:

The Canadian chemicals tariff is organized in helter-skelter fashion. Some 75 items establish special rates according to "end use," i.e., what the imports will be used for.

Rates of other chemicals are specified according as to whether they are "acids" or "alcohols" (very broad groups involving many chemical elements), or according to the size of the container, or on some other extraneous basis.

Adoption of the Brussels system would change all this. Every one of the 271 chemicals tariff items would be broken up and the chemicals would be regrouped, in an orderly fashion, according to the elements which each one contains.

Example:

At present, nitric acid enters Canada under two tariff items. If it is in packages of 100 lb. or less, item 216 is applied and the rates are 20% and 22½%.

If the nitric acid is in larger containers, item 711 is applied and both BP and MFN rates are 25%.

This kind of differentiation would be abolished under the Brussels system. Under the CIC proposal, rates of 15% and 20% would be applied.

The general CIC proposal was supported in briefs from a group of acid manufacturers, **Allied Chemical, C-I-L, Cyanamid, Dow, Du Pont and Shawinigan,** and by **Electric Reduction Co.**

These briefs described the uses to which these chemicals are put in Canada.

Lever Bros., Procter & Gamble and **Canada Packers** made a plea for free entry for chlorosulphonic acid, which they use in making detergents, and which is not at present made in Canada.

After the hearings ended, the Tariff Board indicated to the chemical industry that it might make some special arrangement about hearings on the 75 "end use" items in the chemicals tariff.

So far, the board has listed dates for hearings on nine named groups of chemicals as they are described under the Brussels system and has indicated that a further 30 sets of hearings may be required over the next three years (**FP**, May 28).

But some of the end use items are so general that some firms might have to attend 15 or 20 hearings to protect their interests.

Example:

End use item 246D sets rates for colors or pigments used to make roofing granules. A dozen specifically named chemicals — each to be covered in a different hearing under the present schedule — may be involved in item 246D.

The board, therefore, has listed the 75 end use items and asked manufacturers to report their special interest in them.

The implication was that these items would be removed from the current hearings for the board's special attention later.

TENDER FOR DEBENTURES CORPORATION OF THE TOWNSHIP OF NEPEAN

Sealed bids marked "Tender for Debentures" will be received by the undersigned until 4 P.M., E.D.T. Thursday, October 27th, 1960, for purchase of the following debentures which are a direct obligation of the Corporation.

By-Law 20-60 $189,000.00 1-20 yr. maturing August 1, 1961-1980 6¼% Annual Coupon Interest and Principal payable Ottawa, Toronto, Montreal.

By-Law 21-60 $175,000.00 1-20 yr. maturing August 1, 1961-1980 6¼% Annual Coupon Interest and Principal payable Ottawa, Toronto, Montreal.

These debentures were issued to finance cost of a new public school house for Township School Area No. 1 and an addition to public school house for Township School Area No. 2.

Validation certificate of Ontario Municipal Board imprinted.

The highest or any tender not necessarily accepted.

Andrew G. McLean,
Clerk and Treasurer.

345 Richmond Road,
Ottawa, Ontario.

ANNOUNCEMENT

J. GRANT MITCHELL

Mr. James F. MacArthur, President, announces the appointment of J. Grant Mitchell as Executive Vice President and General Manager of Hall Machinery of Canada Limited, Sherbrooke, Quebec.

Mr. Mitchell was formerly Vice President, General Manager of Canadian Car Co. Ltd. He obtained his degree in Mechanical Engineering from Queen's University and is a member of the corporation of Professional Engineers of Quebec.

Mr. Mitchell brings to his new position a great deal of experience with Canadian industry which will assist him to launch Hall Machinery of Canada Ltd. into its new program of expansion.

Hall Machinery of Canada Ltd. will be expanding its existing operations in the custom machinery manufacturing field, serving the asbestos and other Quebec industries. This firm also is establishing a steel plate fabricating shop in their Sherbrooke facilities and will be, under Mr. Mitchell's management, embarking on a full fledged pressure vessel manufacturing program.

A new sales office is to be established in Montreal, also under Mr. Mitchell's management.

Commission Starts Study Of Advertising Revenues

OTTAWA (Staff) — Aiming at a Christmas deadline for its work, the O'Leary Royal Commission on Magazines and Periodicals will begin next month a study of where Canadian advertising dollars go.

"We'll take a good look at the advertising dollar — who gets it and where it goes," said commissioner-journalist M. Grattan O'Leary in announcing the commission schedule this week.

Current plans are to open hearings in Ottawa Nov. 14-18, go to Vancouver Nov. 22, Winnipeg Nov. 24-25, Quebec City Nov. 30, Montreal Dec. 5-6, Toronto Dec. 8-9, then back to Ottawa for concluding sessions at which rebuttal evidence could be given.

The commission also plans to visit Halifax about the end of November and possibly other Atlantic centres. If enough interest is shown, it may fix dates for hearings in Edmonton, Calgary, and Regina.

O'Leary said the commission will look into the effect on magazine and periodical revenues of advertising on radio and television, and in other publications.

The three-man commission would look at the situation from both the short- and long-term viewpoints, including problems of starting new periodicals today.

The commission still hoped to finish its public hearings by Christmas and produce its report and recommendations shortly after the New Year — though if interest was such it might have to meet briefly after Christmas.

O'Leary said the commission is already studying R. B. Bennett's tariff on foreign publications in the 1930s and the recently rescinded special advertising tax on foreign periodicals introduced by the former Liberal administration.

But it was approaching the problem with no preconceived ideas.

"We could end up making no recommendations", for all he could forecast the outcome at this stage, he told a press conference.

EQUIPMENT DISTRIBUTOR

M. L. Baxter Ltd., Toronto, has been appointed Ontario distributor for **Koehring & Parsons** construction equipment, announces **Koehring-Waterous Ltd.,** Brantford, Ont. The line includes excavators, cranes, pavers, finishers, hauling units, wheel and ladder-type trenchers.

Unlisted Industrials

(Compiled by McDonnell, Adams & Co. Ltd., Toronto)
October 14, 1960

CORPORATIONS	Bid	Asked
Alexander Bldg	16.00	....
Anglo Cdn. Tel. A	34.75	36.00
Border Chemical	4.75	5.25
Brinton Pete Carpet	40.00	50.00
B. C. Tel. 4⅜% pfd.	85.00	....
Do. 4½% pfd.	88.00	....
Do 4¾% pfd.	91.50	....
Do 5¾% pfd.	103.50	104.50
Do. 6% pfd.	104.00	....
Do. 6¼% pfd.	105.50	106.50
British Newfoundland	1.75	2.00
Calgary Power 4% pfd.	75.00	....
Cdn. Admiral Corp.	....	15.50
Cdn Canners B	11.75	....
Cdn Corp Management	8.00	8.75
Cdn. Foreign Secs.	8.00	9.00
Capital Wire Cloth	20.00	....
Cawthra Apts	60.00	....
Clairtone Sound Equip.	4.00	4.20
Commercial Finance	63.00	
Concourse Bldg.	....	135.00
Copp Clark 6% pfd	81.00	..
Debentures & Sec's pfd.	80.00	...
Dollar Land Corp. units ($100 7% deb. & 6 common)	162.00	166.00
Dom. Linseed Oil Units	3.25	....
Essex Packers pfd.	33.50	....
Do. common	3.00	....
Goderich Elevator	17.25	18.25
Granite Club	14.00	14.75
Grt Britain Can. Inv. pfd.	85.00	88.00
Do. com	16.00	...
Hart Battery (1957) Units	3.25	....
Hees, George $6.00 pfd.	....	17.00
Humberstone Shoe	6.50	7.50
Ingersoll Machine 4% pfd.	65.00	...
Do B	3.00	....
Jenkins Bros.	59.00	62.00
Lake Ont. Port. Cement c.	2.45	2.55
Do. pfd.	5.25	6.00
Do. wts	.60	1.00
Lord Simcoe Hotel A	.50	.75
McCarthy Milling A	4.25	..
Meadowvale Development	3.25	3.50
Mindustrial Corp.	1.60	1.75
Mutual Finance Corp. pfd.	75	....
Nova Scotia L. & P. 4% pfd.	75.00	...
Do. 4½% pfd	85.00	....
Pacific Western Airlines	1.45	1.75
Park Lawn Cemetery	2.00	..
Pembroke Electric Light	105.00	..
Phillips Electrical	4.75	5.25
Phillips Lamp	165.00	168.00
Prairie Royalty Trust	1.50	....
Rapid Grip 6% pfd.	100.00	....
Robin, Jones & Whitman p.	15.00	...
S.K.D Mfg. 6% pfd.	9.00	9.75
Scott Misener S.S.	12.50	13.50
Standard Fuel 4½% pfd.	34.00	...
Steelman Gas	2.00	2.15
Teleflex Limited	10.00	11.00
Thompson Paper pfd.	44.00	47.00
Toronto Brick	10.00	12.00
Toronto & London Inv's.	1.90	2.40
Trans-Can Freezers warr.	.75	
Toronto Medical Arts Bldg.	58.00	61.00
Triarch Corp	112.00	115.00
Universal Cooler 6% pfd.	53.00	58.00
Do B pfd	2.00	2.75
Do common	1.40	...
Waterloo Mfg	6.50	...
Westcoast Transmission	14.75	15.25
INSURANCE COMPANIES		
British America Assce.	104.00	107.00
Cdn. General Insurance	500.00	....
Commercial Life 20% paid	32.50	....
Crown Life Insurance	200.00	....
Dom Can Gen. Ins.	45.00	....
Dom Life Assce	185.00	....
Excelsior Life	225.00	....
Great-West Life	340.00	350.00
Guar. Co. of N. A. fully pd.	100.00	....
Guar. Co. of N.A. 70% pd.	85.00	....
London Life Ins.	174.00	181.00
Manufacturers Life*	255.00	....
Do †	250.00	....
Do §	245.00	....
Do.■	240.00	....
Maritime Life	135.00	....
Monarch Life	48.00	54.00
National Life Assce.	58.00	61.00
Sovereign Life 25% paid	172.00	182.00
Western Assurance	81.00	84.00
Western Life 25% paid	104.00	...
TRUST & LOAN COMPANIES		
British Mtge. & Trust	255.00	....
Eastern Trust	28.50	....
Halton & Peel Trust Co.	12.25	13.00
Industrial Mtge. & Trust	111.00	....
Prudential Trust	23.00	....
Waterloo Trust	46.75	47.50

*Original pledged. §Third pledged.
†Second pledged. ■Unpledged.

By Kippen & Co. Inc., Montreal

	Bid	Asked
British Newfoundland	1.75	2.00
Canadian Delhi	3⅞	4⅛
Dupuis Freres pfd.	15.00	...
Eastern Can. Svgs. & loan	22.00	....
Eastern Trust	28.00	30.00
Great Britain & Canada	15.00	17.00
Do. pfd.	84.00	....
Guarantee Co. of N. Amer.	100.00	125.00
Hudson Bay Co.	21.75	22.25
Maritime Tel. & Tel.	17.00	18.00
Mtl. City & Dist Svgs. Bank	57.00	59.00
New Brunswick Tel.	12.00	13.00
Prudential Trust	25.00	....
Quebec Telephone 5% pfd.	18.50	19.50
Robin Jones & Whitman pf.	15.50	....
Stanfield "A" and "B"	10.00	....
Westcoast Transmission	15.00	15.50

U.S. Freight Rate Raise Hits Canada

Some moderate increases in freight rates affecting Canadian shippers and importers, go into effect on U.S. railways next week.

The increases are of a selective nature, affecting most commodities and piggyback service.

They apply to international rates between Canada and the U.S.; between points in the U.S. passing through Canada jointly over the lines of Canadian and U.S. railways; and export and import rates between Canadian points and Canadian ports which are related to similar rates to and from U.S. ports.

The increases will provide revenue necessary to offset recent wage increases.

United Fuel Committee Seeks Funds

United Fuel Class B Protective Committee is asking continuing holders of the class B shares to contribute $1 per share "to protect the interests of the class B minority."

Committee chairman George B. Fallis says in a letter that "legal validity (of the **Union Gas** proposal to take over all of United Fuel) should be determined by the highest judges in Canada".

"Your committee's investigations confirm its opinion that your investment is worth, and that you are entitled to, a great deal more than the last offer of Union Gas . . . United Fuel has every reason not only to exist but to grow and to prosper at a rate equal to or greater than any other gas utility in the country."

United's management has announced its intention to wind up the company. All the common and now 70% of the noncallable class B stock is held by Union Gas (**FP** Oct. 8).

OWRC CONTRACTS

Allen Stewart and **Basil Broad Construction Co.,** Prescott, have won a $212,445 contract from Ontario Water Resources Commission for construction of a waterworks system at Chesterville. **Horton Steel Works Ltd.,** Toronto, won a $44,910 contract for an elevated steel water tank for the same system. **Pearce Construction Co.,** Hagersville, was awarded a $204,670 contract for construction of a sanitary sewage system at Chelmsford in the Sudbury district. **W. A. Haggerty Construction Ltd.,** Ingersoll, has a $37,581 contract for finishing of a sanitary sewer project at Listowel.

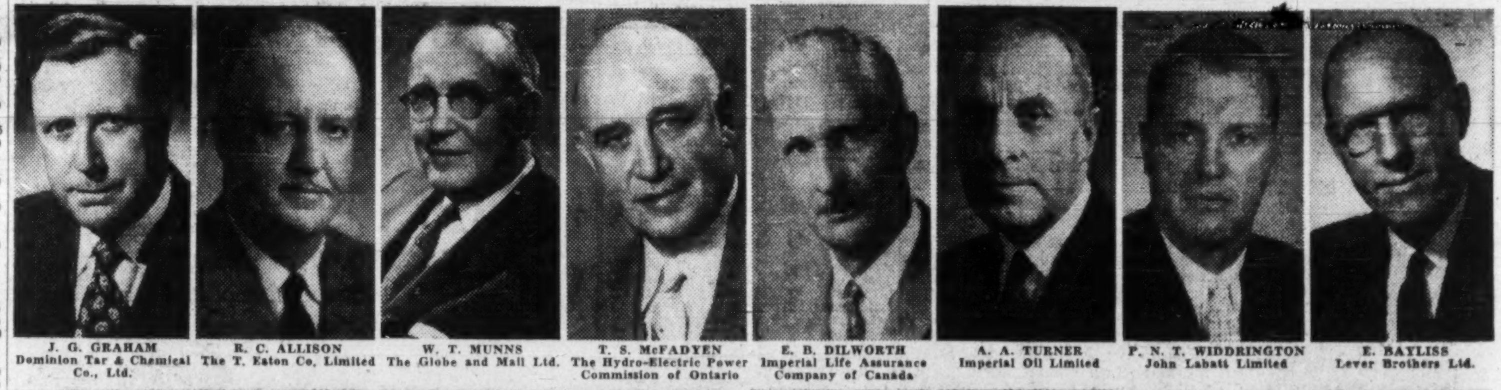
Custom Protective Coatings To Industry
Corrosion Resistant Systems
For Maintenance
Formulated and Manufactured by
HePco
HEPTEX
Industrial Finish
HEAMAN PAINT COMPANY LIMITED
1093 MARGARET STREET LONDON ONTARIO
VINEVNITE - STRIPPABLE COATING - ANTI-CORROSIVE

Executives on Loan to United Appeal

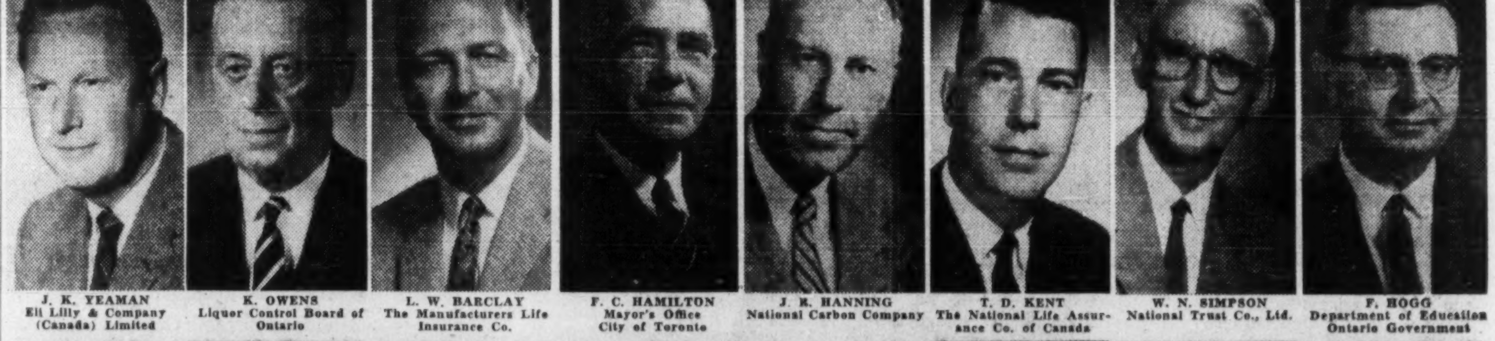
J. W. SHORE, Acme Farmers Dairy Limited — C. C. HOLMAN, Allstate Insurance Company — G. T. HANSON, A. E. Ames & Company — G. N. ROBERTS, The Bank of Nova Scotia — M. P. MURPHY, The Bell Telephone Company of Canada

C. H. SHAWCROSS, Brazilian Traction Light & Power Co., Ltd. — H. HAYES, The Canadian Bank of Commerce — C. G. TETLEY, The Canadian Bank of Commerce — L. BUTTERS, Canadian General Electric Co., Ltd. — H. BIBBY, Canadian Kodak Co., Limited — E. G. TAYLOR, Canadian Life Assurance Company — G. S. FLAGLER, Canadian National Railway Co. — R. C. WEST, Canadian Oil Companies, Limited

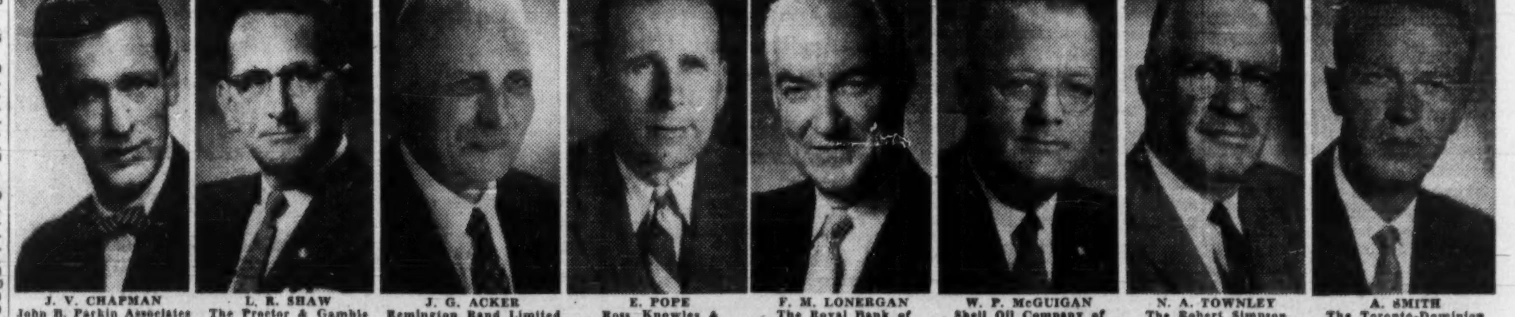
D. L. CHAMBERS, Canadian Pacific Railway Company — E. HALL, Canadian Westinghouse Co. Limited — J. COMRIE, Colgate-Palmolive Limited — J. G. MURRAY, Confederation Life Association — F. A. BARNES, Continental Can Company of Canada Ltd. — W. G. KAY, William E. Coutts Company Limited — A. J. R. WILLIAMS, Davis & Henderson Limited — A. E. JOHNS, Dominion Stores Limited



J. G. GRAHAM, Dominion Tar & Chemical Co., Ltd. — R. C. ALLISON, The T. Eaton Co. Limited — W. T. MUNNS, The Globe and Mail Ltd. — T. S. McFADYEN, The Hydro-Electric Power Commission of Ontario — E. B. DILWORTH, Imperial Life Assurance Company of Canada — A. A. TURNER, Imperial Oil Limited — P. N. T. WIDDRINGTON, John Labatt Limited — E. BAYLISS, Lever Brothers Ltd.



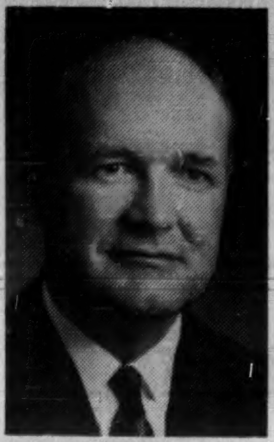
J. K. YEAMAN, Eli Lilly & Company (Canada) Limited — K. OWENS, Liquor Control Board of Ontario — L. W. BARCLAY, The Manufacturers Life Insurance Co. — F. C. HAMILTON, Mayor's Office City of Toronto — J. R. HANNING, National Carbon Company — T. D. KENT, The National Life Assurance Co. of Canada — W. N. SIMPSON, National Trust Co., Ltd. — F. HOGG, Department of Education Ontario Government



J. V. CHAPMAN, John B. Parkin Associates — L. R. SHAW, The Procter & Gamble Co. of Canada Ltd. — J. G. ACKER, Remington Rand Limited — E. POPE, Ross, Knowles & Company Ltd. — F. M. LONERGAN, The Royal Bank of Canada — W. P. McGUIGAN, Shell Oil Company of Canada, Ltd. — N. A. TOWNLEY, The Robert Simpson Company Limited — A. SMITH, The Toronto-Dominion Bank

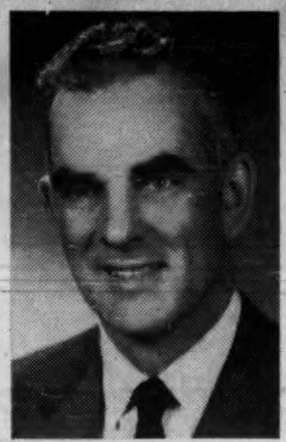
D. WICKENDEN, Toronto East General Hospital — A. STEWART, Toronto Hydro Electric System — E. B. PORTEOUS, Wood, Gundy and Company — W. J. KEENAN, F. W. Woolworth Company Ltd.

Businessmen Head Charity Drives



HAROLD E. CAREFOOT, chairman of the Community Chest campaign for Brantford, Ont. and Brant county has served the organization in an executive capacity for several years. He is president of **Brantford Oven and Rack Co.**, vice-president, **Carhayes Ltd.**, president, **Holmar Industries Ltd.**, vice-president **Alumadoor Brantford Ltd.** He is a director of the Board of Trade, Brantford Kiwanis Club and the British and Foreign Bible Society. He has served as chairman of the finance committee of the First Baptist Church.

EDWARD C. J. WILSON, chairman of the Sarnia, Ont. and district Community Chest, is manager of the Sarnia main office of the **Bank of Montreal.** He was appointed to his post three years ago, after having served as an assistant manager in the bank's Toronto office. He was publicity director of last year's campaign and is active in the Sarnia Chamber of Commerce and St. George's Anglican Church. He is also a member of the Sarnia Rotary Club and the Golf and Curling Club. He is married with two sons.



G. ALEX HIGGINSON, campaign chairman of Brockville, Ont. United Appeal is president of **John B. Stetson (Canada) Ltd.** He was born at Rockland, Ont. and has long been active in community affairs. He was one of the members of the board of trustees which formed the United Appeal Association of Brockville four years ago. He is a director of the provincial board of the Rehabilitation Foundation for Poliomyelitics and the Orthopaedically Disabled. He is also a director of the Brockville Rotary Club.

F. W. H. DAWES, campaign chairman of the Chatham, Ont. Community Chest, was born in Calgary and educated at Winnipeg. He served during World War II with the RCAF as a pilot. He graduated as an architect from the University of Toronto in 1950 and worked for two years for the **Hemel Hempstead Development Corp.** in England. He returned to Canada in 1953 and opened his own business in 1955. He is a member of the United Church and active in many clubs concerned with Christian youth activities.

ROBERT S. WELCH is campaign chairman of St. Catharines, Ont. and district Community Chest. He is a graduate of McMaster University at Hamilton and Osgoode Hall Law School, Toronto, and a member of the legal firm of **Lancaster, Mix, Welch, Phillips and Lancaster.** He is a member of the General Synod and the Ontario Provincial Synod of the Anglican Church of Canada and a past president of the Brotherhood of Anglican Churchmen for the Diocese of Niagara. He is a member of St. Catharines Board of Education.

Average Yields

(COMPILED BY MOSS, LAWSON & CO.)

	OCT. 17 %	WEEK AGO %	MONTH PREVIOUS %	YEAR AGO %
114 Average Stock Yields ..	4.78	4.77	4.73	4.36
6 Banks	3.75	3.73	3.63	3.08
18 Preferred and "A" Stocks	5.11	5.09	5.11	5.14
64 Common Industrials	4.46	4.45	4.37	3.93
26 Mining	5.59	5.56	5.62	5.17

Advances and Declines

Week Ended	Toronto Ups	Toronto Downs	Toronto No Change	Montreal Ups	Montreal Downs	Montreal No Change
Sept. 9	291	359	155	87	117	119
Sept 16	290	399	164	84	127	149
Sept. 23	205	454	168	64	162	135
Sept 30	234	319	303	56	154	160
Oct. 7	296	364	179	85	120	134
Oct. 14	241	385	179	80	99	151

Volume of Stock Sales

	Montreal	Toronto	Calgary	Vancouver	N.Y.S.E.	American
Oct. 17	195,008	2,161,000	43,343	93,788	2,280,000	1,170,000
Oct. 14	207,000	2,051,000	75,420	80,595	2,470,000	1,010,000
Oct. 13	230,100	1,585,000	32,880	46,701	2,220,000	1,550,000
Oct. 12	196,100	1,599,000	41,662	64,249	1,890,000	920,000
Oct. 11	266,700	1,603,000	63,505	61,241	2,350,000	1,130,000

Significant Investors' Index Numbers

	Mach. and equip	Pulp and paper	Milling	Oils	Textiles and clothing	Food and allied prod.	Beverages	Bldg mater	Total Industrials	Banks	Total utilities	Total co's
No. of Securities	10	10	4	4	7	17	8	14	72	7	14	93
1935 to date:												
High	947.5	1238.1	252.0	285.5	410.5	304.8	724.4	590.5	315.9	399.1	218.9	297.8
Low	68.5	51.6	59.7	40.9	77 7	72.4	79.3	68.7	56.1	68.4	64.5	60.6
1960 Monthly Figures:												
Jan.	741.9	1156.8	204.2	180.2	203.2	224.5	656.0	518.0	267.6	332.8	191.0	259.2
Feb.	713.0	1080.0	194.0	173.8	197.2	216.8	634.6	488.7	257.9	316.3	186.8	249.9
Mar.	671.4	1058.1	181.5	170.8	190.0	215.8	611.0	462.2	249.3	305.8	184.5	242.3
Apr.	682.2	1101.4	181.8	173.2	189.1	230.0	625.6	469.2	256.7	309.1	188.2	248.8
May	699.2	1124.7	184.8	168.0	190.9	224.5	632.5	466.7	257.4	308.8	188.1	249.2
June	685.7	1156.6	190.6	165.4	189.5	228.0	643.3	455.8	258.3	317.7	190.6	251.0
July	636.7	1111.7	182.5	161.9	183.6	233.6	638.9	423.2	249.8	311.5	187.3	243.6
Aug.	651.2	1124.7	189.8	172.0	180.0	239.3	641.7	....	255.3	322.9	191.6	249.3
1960 Weekly Figures:												
Sept. 1	673.2	1152.2	198.8	183.6	179.1	247.6	659.0	434.7	263.9	342.0	195.2	257.8
Sept. 8 ..	651.1	1143.4	198.4	180.7	179.6	248.3	654.8	432.2	258.5	330.8	194.1	252.7
Sept 15 .	654.9	1138.3	202.5	174.7	184.7	247.8	649.2	428.0	256.2	328.8	191.3	250.3
Sept. 22 ..	635.9	1113.1	202.0	170.0	185.2	242.7	641.2	419.1	248.6	326.2	190.5	244.3
Sept 29 ..	612.7	1089.1	198.2	168.7	174.9	240.4	629.1	411.8	243.6	318.7	187.2	239.4
Oct. 6 ...	622.8	1085.3	197.8	171.9	174.7	243.3	631.0	416.4	246.1	317.5	189.2	241.5
Oct. 13 ..	646.7	1090.2	198.4	171.3	169.2	248.0	634.8	421.0	248.1	319.1	188.1	243.0

*High and low for year from 1935 to date inclusive are based on weekly figures used by the Dominion Bureau of Statistics.

TORONTO STOCK EXCHANGE INDEX

	20 Indust.	20 Golds	15 B.M.	15 W.O.
Oct. 17	487.06	86.00	150.83	82.78
Oct. 14	488.98	85.49	150.44	83.57
Oct. 13	488.41	85.37	149.89	83.33
Oct. 12	488.38	85.48	150.03	83.67
Oct. 11	487.94	85.97	150.08	83.52
Month Ago .	500.06	84.85	156.54	88.80
Year Ago ...	511.40	88.58	162.57	100.43
1960 High ...	533.85	91.45	176.74	106.78
1960 Low ...	471.44	74.88	148.95	77.78

MONTREAL STOCK EXCHANGE INDEX

	10 Util.	20 Indust.	30 Com.	10 Pprs.	15 Golds
Oct. 17 ..	139.9	262.4	221.4	409.6	69.81
Oct. 14 ..	140.8	263.4	222.5	411.9	69.82
Oct. 13 ..	140.0	263.2	221.1	413.7	70.01
Oct 12 ..	140.1	262.6	221.7	411.8	70.31
Oct. 11 ..	139.8	262.7	221.8	414.3	70.36
Mon. Ago	141.5	264.1	223.3	421.7	69.43
Year Ago	145.3	294.9	245.0	421.7	86.57
1960 High	145.1	320.0	261.7	466.7	85.34
1960 Low	135.1	258.5	218.5	406.9	66.66

DOW-JONES CLOSING STOCK AVERAGES

	30 Indust.	20 Rails	15 Util.	65 Stocks
Oct. 17	593.34	127.62	94.19	197.78
Oct. 14	596.48	127.62	94.19	198.38
Oct. 13	591.49	127.43	93.71	197.13
Oct. 12	585.83	126.67	93.21	195.57
Oct. 11	588.75	126.71	93.46	196.27
Month Ago .	609.87	135.84	93.12	202.98
Year Ago ..	653.22	162.38	91.44	218.19
1960 High ...	685.47	160.43	96.45	222.62
1960 Low ...	569.08	123.37	85.02	190.43

ANNOUNCEMENT

GRAHAM, ARMSTRONG APPOINTMENT

JEAN SAINT-PIERRE

Andrew Armstrong, president of Graham, Armstrong Securities Ltd., members of the Investment Dealers' Association of Canada, announces the appointment of Jean Saint-Pierre as a director of the firm and manager for the Province of Quebec.

Municipal Bonds

October 18, 1960

			Bid	Ask.	%
Halifax	4¼	'71	90	92	5.25
Hamilton ...	6	'79	104½	106½	5.45
Metro Tor. .	5¾	'80	102¾	104¾	5.36
Montreal ...	6	'79	102¾	104¾	5.59
Ottawa	5½	'79	101	103	5.25
Regina	5¾	'82	98	100	5.75
Vancouver ..	6	'80	102¾	104¾	5.60
Winnipeg ...	5¼	'77	96½	98½	5.30

Unlisted Mines & Oils

(Compiled from Quotations by G. E. Leslie & Co., Montreal)

October 17, 1960

Stock	Bid	Of'r	Stock	Bid	Of'r
Alsab	—	30	Lk Chib	—	10
Aconic	28	33	Main Oka	60	65
Aconic vtc	23	29	Martin Bird	3	5
Amal Mng	10	20	Mattag ex	6	10
Arnora	—	2	Miller Cop	3	5
Assce Devp	2	4	Natl Mal	30	34
Atlas Chib	2	4	Nipiron	9	12
Bald Mtn	4	6	North Matt	10	15
Blk Hawk	18	23	Oklend	3	5
Brosn'n Ch	6	10	Olympia	25	30
Bracemac	7	9	Pascalis	14	18
Cdn Jave	8½	8¾	Pine Pt	10½	11
Coprstrm	—	30	Quedon	—	5
Dauphin	10	15	Quejo	2	4
Franksin	—	20	Rand Mal	3	6
Gibson	4	8	Saucon	—	1.10
Ghislau	55	65	Sheraton	—	45
Glencona	½	¾	St Jude	—	2
Hastings	55	65	St Helen	7	12
Hull Iron	63	68	Scott Chib	1	3
Imp Min	5	10	Starlight	1½	2½
Independ	5	8	Tarpoint	1	2
Kenmac	1	3	Valmont	6	10
Lk Sup Irn	20	38	Wm Leys	2	5
Lun Echo	16	19	Yng Dave	18	21

Market Comment

What stocks and bonds are doing and what prominent observers say

Ottawa's decision on Canada's oil marketing problem should soon be announced. But investors should not look for any important impact on producing company operations for some time.

In the first place best informed authorities think Ottawa will avoid the Montreal marketing move for Canadian oil at this time, will instead go for further saturation of the Ontario market with Canadian crude. This could provide an additional 50,000 b/d market for western Canadian crude at best. Spread out over hundreds of producers the gains will not be large.

In the event Ottawa does decide to support the Montreal move it would be 1963 before the pipeline could be completed and oil start flowing to Quebec.

* * *

THADEUS SOLOWIJ; L. G. Beaubien Co., Montreal

To put first things first, the economic future does not look to us as black as to some analysts. We agree that we have no good reason to expect a booming 1961. However, we can count on a fairly sustained activity in our major industries. The investment outlays in the private sector should be quite impressive particularly in the gas transmission and hydro-electric industries.

The consumer's behavior is, as usual, difficult to predict but the rate of present spending could be sustained, the number of consumers scared to spend because of the present uncertainties being balanced by others induced to buy by better values offered (for example 12 months' warranty on 1961 cars which we hope will be of better quality).

The export industries should enjoy an even better chance to penetrate further the buoyant Common and Free Trade markets and, at least, hold on to the U.S. market. Last but not least, regardless of the issue of the presidential election, the new U.S. administration will be certainly much more committed than the present one to further the economic growth of the country.

It seems now practically certain that in the U.S. as well as in Canada the governments will energetically apply monetary, fiscal and large-scale public works weapons not only to prevent the slump but to raise the national revenue per capita. One can only hope that this target will be attained in real and not only in monetary terms.

Without being over optimistic we thus do not see any reason to be bearish and expect that the institutional investors, when faced with a government deficit spending in both countries, will not only be reluctant to part with their shareholdings but will be buyers of stocks.

It is not always true that we are living in a profitless prosperity. The figures released by DBS indicate that corporation profits have dropped in the second quarter by 9% from the first quarter and 7% in comparison with the corresponding period in 1959. However, it should be borne in mind that these figures represent a total of a very large number of companies and that small and medium size companies are much harder hit, especially in construction, steel fabrication and consumer durable goods industries, than big companies in some other fields.

There is no doubt, for example, that the earnings of banks, finance companies, utilities (telephone, hydro-electric and gas distributing), newsprint, breweries, food processing and food distributing and many mining companies are in fact higher this year.

Moreover, the earnings of the best companies in these groups have a good chance to improve further next year, with the exception of metal producers, penalized by weakness of world markets.

In consequence we feel that selective buying of good quality stocks of companies operating in the above-mentioned fields, which in general are available today at reasonable P/E ratios and quite attractive yields, will pay off nicely not only on a long-term basis but over the short term as well.

* * *

D. J. LANGILL; W. C. Pitfield & Co. (Winnipeg)

Considering the many blows, psychological and otherwise, which have fallen upon the stock market in the last few months, it strikes us that the remarkable thing is not that stocks have been following a weak and dreary course, but that they have held up as well as, in fact, they have.

General business indicators have been pointing to a rather frail economic situation, and there seems little doubt that business is turning down, though it is still on a high level. At the moment the situation does not look too serious, and 1960 earnings should be at least on a par with 1959.

Money rates are moving in a direction which should give business a bit of a push, and as far as the stock market is concerned, we would say that banking and financial indicators are favorable.

General business news by itself was not too bad in late summer and there seems little doubt that the arrival of Mr. K. and his satellites at the United Nations shook investor confidene. It was this that precipitated the decline through 600 on the Dow Jones industrials.

Markets in Canada have looked better than those in the U.S. and for the first time in a long while, the TSE Industrial Index has been giving a better account of itself than the Dow Jones.

From a technical standpoint we would say the market looks fairly good and if the business slowdown turns out to be not too bad, we could have a decent revival in 1961. This is a time when investors can afford to hold only the best quality issues, and it is also a time when careful selection will pay off.

* * *

T. G. CLARK; T. G. Clark Ltd. (Toronto)

The final approval of the Federal Power Commission, National Energy Board of Canada and California Public Utilities Commission for the import of Canadian natural gas to the U.S. opens the way for the biggest expansion program in the history of the Canadian natural gas industry.

Export sales: In connection with increased exports, it is estimated that the United States has only 12 years' reserves at their present rate of demand, provided there are no major discoveries. The approval of applications to export gas into the Californian markets at the rate of 584 million cubic feet daily will require the construction of 1,400 miles of pipeline at an estimated cost of approximately $350 million dollars.

Domestic sales: A high rate of growth in domestic sales is also anticipated. Experience in the U.S. has been that projections have underestimated actual demand.

Profit margins: "Load Factor" is an important term used in the pipeline industry. For example, if the thruput of a gas pipe line is stepped up from 50% to full capacity, the cost of transporting the gas will be about halved. This reduced cost will benefit the company and the consumer alike, and will make natural gas strongly competitive with fuel oil in the big Ontario-Quebec market areas.

We therefore suggest that investors follow our natural gas and pipeline stocks closely. Many of our gas stocks are down more than 75% from the highs and at present levels represent extremely good values.

We believe that the rising tide of developments in our natural gas industry will be affected by stock market action and an upward valuation of these shares will justify the patience of investors with the foresight to start accumulating now.

Unlisted Mines and Oils

(By Broker-Dealers' Assoc. of Ont.)

Approximate quotations, 3.30 p.m., Oct. 17, subject to confirmation and change. An asterisk (*) indicates an increase in price, a dagger (†) a decrease in price.

	Bid	Ask		Bid	Ask
Abbican	3½	4½	Hot Min	3	4
Abeta	2½	3½	Hornfit	5	6
Abino	*14	17	Hubert L	3	5
Acon C	†25	35	Hucamp	14	15
Do vt	†15	20	Hud Ung	3	5
Advance	4	4½	Independ	5½	7
Alexand	5	6	Ind Mt	5	6
Am Kirk	2½	3½	Inmont C	5½	6½
Anabar	1	3	Jamaican	9	11
Anamaq	1	2	Jean L	5	7
Anuwon	1	2	Jerome	2½	3½
Arctic	½	1½	KB Min	4½	5½
Barima	11	13	Kamlac	†8	10
Beacon	5	8	Kenog	5½	7
Belfast	3	5	Kenda P	½	1½
B Jk P	*1½	3	Lrndona	1	2
B Grass	½	1½	Laronge	1	2
Bour C	2	3	Larum	4	5
Bracema	6½	8	Lassie	†7	9
Bramin	7	9	Lk Exn	9	11
Bright	1	2	Lk Renzy	2	3½
Brilund	3	3½	Lunecho	16	18
B McDde	6	8	Magoma	2	4
Bruce P	7	9	Main O	60	65
Brunnett	3½	4½	Malln RL	3	4
Camdeck	4½	6	Manecho	2½	4
Camlaren	2	3	Marchnt	†25	28
Camray	½	1	Mar Bird	3	4
C Rd C	6½	8	Mat Can	6	8
C Al Met	1½	2½	Mat Yel	†4½	5½
Cn-Fer	98	105	McCuaig	2½	3½
Caral	3	5	McFinley	4	6
Cstlbar	7	9	Miles RL	2	3
Cent Man	3	4	Mindus	160	170
Cent Hill	3	5	Montco	1	3
Chellew	4	6	Mirado	6½	7½
Clinger	2	2¾	Mt Keno	1	2
Clix	1½	2	Murk F	10	15
Columbr	1	2	Murmac	2	2½
Comstock	2½	4	Nasco	1½	2½
Con Cop	*9½	10½	Nat Nw	†32	35
Con Dur	13	16	New Aug	3	4
Cn Fred	17	20	N Insco	5	6
Con Hrp	6½	8½	Nw Met	5	6
Con Pnt	40	50	N Redwd	2½	4
Cordell	2	4	N Walco	2	3
C Vauz	*110	115	Nicoba	2	3
Crackst	3½	5	[illegible]	[illegible]	[illegible]
Craibee	18	21	Nipiron	8	9
Croyden	1	2½	N Offset	4½	5½
Derlac	3½	4½	Normar	1½	3
Despina	4	5	Oceanic	15	25
Destrad	½	1½	Oklend	3	5
Dom Ex	16	18	Orofino	17	18
Dumont	30	40	Pacemak	1	3
Dunvegn	3½	4½	Pascall	14	16
East Lun	1	2	Pax New	9	15
Echo Ind	½	1	Pelangio	1	2
Ego	7	8	Penelop	25	35
El Bonan	½	1½	Pickering	5	6
Evenlde	4	6	Picton	2	3
Exp All	1½	2½	P Pnt	1050	1100
Farcroft	1	3	Pitchvein	4½	5½
Forty F	70	75	Prudent	4	6
Gan Cop	2	4	Quejo	2½	4
Gateway	2½	4	Quest	1½	2
Glenburk	4½	5	Raglan	7	9
Glencona	½	1	Rnd Mal	3½	4½
Glen Ech	2	4	Redcon	5	6
G Harker	6½	7	Redruth	1	3
Grd Label	½	1½	Redbark	½	1½
Goldmaq	2	3	Richgrp	3	4
Goldyke	1	3	R Tinto	80	90
Gov Gold	2	3	Rob RL	20	23
Halmon	†3	5			

	Bid	Ask		Bid	Ask
Romar	..	2	Sn Drft	10	15
Rugged	1½	2½	St Marys	4	5
Russet	3½	5	Starlight	1	2
Salmita C	4	5	Sunbear	1	2
Sheldon	9	10½	Thornert	1	3
Shield	15	25	Timall	8	13
Sladen Q	68	73	Tower	..	3
Slate By	2	3	Tresdor	3½	4½

	Bid	Ask		Bid	Ask
U Ridge	5	7	**OILS**		
Ungava C	1	2	BC Oil	1050	1200
U Prn	*185	190	Do rts	550	700
Viking	13	17	C Delhi	3¾	4½
Wadge	3	6	GS Grs	7	10
Watson	7	10	Harvest	13	16
Wesley	3	4	N Surp	70	80
Westfld	10	13	O Smoky	½	1½
West RL	2½	4	Paige P	3	..
W Wasa	4	5	P Dover	..	12
Y Davd	19½	21	Poenix	31	34

Price Earnings Ratios

RATIO OF MARKET VALUE TO EARNINGS OF THE 20 STOCKS COMPRISING THE TORONTO STOCK EXCHANGE INDUSTRIAL INDEX

EARNINGS PER SHARE	PRICE Oct. 14	RATIO Oct. 14	WEEK PREVIOUS	MONTH AGO	YEAR AGO
$53.47	$744.00	15.64	15.54	15.95	19.50

Dividend Changes

DICKENSON MINES—Common, 5c plus 4c extra, payable Dec. 19, 1960, to holders of record Nov. 21; ex-dividend Nov. 17. This is the initial dividend on this stock following amalgamation of New Dickenson Mines and Lake Cinch Mines.

FORD MOTOR CO.—Common, 75c plus 30c extra (U. S. funds) payable Dec. 1 to holders of record Nov. 1. Total paid or payable to date in 1960, $2.70 plus 30c extra (U. S. funds); total paid to same date in 1959, $2.20 plus 60c extra (U. S. funds); total paid in 1959, $2.20 plus 60c extra (U. S. funds). Recent price: $66½.

IMPERIAL BANK OF CANADA—Common, 30c extra, payable Dec. 1, 1960, to holders of record Oct. 31; ex-dividend Oct. 27. Total paid or payable to date in 1960, $1.70 plus 30c extra; total paid to same date in 1959, $1.45 plus 35c extra; total paid in 1959, $1.45 plus 35c extra. Recent price: $59.

INTERNATIONAL PAPER — Common, 78¾c (U. S. funds), payable Dec. 12, 1960, to shareholders of record Dec. 6; ex-dividend Dec. 2. In addition, a 2% stock dividend was declared payable Dec. 30, 1960 to holders of record Dec. 6; ex-dividend Dec. 2. Total paid or payable to date in 1960, $3.03¾ plus 2% stock; total paid to same date in 1959, $3 plus 2% stock; total paid in 1959, $3 plus 2% stock. Recent price: $92.

Foreign Exchange Rates

Noon Value in Canada
Week Ended Oct. 18, 1960

	U.S. $	U.K. £
Wed.	.98 1/32	2.75 6/16
Thurs.	.97 30/32	2.75 3/16
Fri.	.97 29/32	2.75 2/16
Mon.	.98	2.75 6/16
Tues.	.98 2/32	2.75 10/16
Ave.	.97 158/160	2.75 27/80

U.S. rate reported by Bank of Canada

U.K. bid rate reported by Toronto-Dominion Bank

Profits Here

A regular listing of latest studies by investment firms.

ALUMINUM INDUSTRY — Bache & Co., 360 Bay St., Toronto.

CANADIAN BREWERIES, JOHN LABATT, MOLSON'S—Hugh Mackay & Co., 235 St. James St. W., Montreal.

ECONOMIC OUTLOOK—Graham, Armstrong Securities Ltd., 437 St. James St. W., Montreal.

Morgan Guaranty Trust Company

OF NEW YORK

Statement of Condition September 30, 1960

Assets

Cash and due from banks	$ 720,362,106
U. S. Government obligations	869,699,144
State, municipal and public securities	173,315,406
Other securities	12,820,689
Loans	2,131,604,040
Customers' acceptance liability	78,467,127
Stock of Federal Reserve Bank	12,750,000
Investment in subsidiary companies	7,820,495
Bank premises	28,139,927
Other assets	81,581,684
	$4,116,560,618

Liabilities

Deposits		$3,362,800,617
Reserve for expenses and taxes		47,558,394
Liability on acceptances		80,908,815
Dividend payable October 14, 1960		7,540,000
Other liabilities		76,965,153
Capital – 7,540,000 shares – $25 par	$188,500,000	
Surplus	236,500,000	
Undivided profits	115,787,639	
Total capital funds		540,787,639
		$4,116,560,618

Assets carried at $428,372,232 in the above statement are pledged to qualify for fiduciary powers, to secure public monies as required by law, and for other purposes. Member of the Federal Reserve System and the Federal Deposit Insurance Corporation.

Downtown Offices: 140 Broadway, 23 Wall Street

Midtown Offices: Fifth Avenue at 44th Street, Madison Avenue at 60th Street, 40 Rockefeller Plaza

European Offices: London, Paris, Brussels

Directors

HENRY C. ALEXANDER
Chairman of the Board

DALE E. SHARP
President

STEPHEN D. BECHTEL
President, Bechtel Corporation

WILLIAM C. BOLENIUS
Executive Vice President American Telephone and Telegraph Company

CARTER L. BURGESS
President, American Machine & Foundry Company

PAUL C. CABOT
Chairman of the Board State Street Investment Corporation

J. LUTHER CLEVELAND

JOHN L. COLLYER
Chairman, Executive Committee The B. F. Goodrich Company

H. P. DAVISON
Vice Chairman of the Board

CHARLES D. DICKEY
Chairman, Committee on Trust Matters

JOHN T. DORRANCE, JR.
Assistant to the President Campbell Soup Company

CARL J. GILBERT
Chairman of the Board, The Gillette Company

W. ALTON JONES
Chairman, Executive Committee Cities Service Company

DEVEREUX C. JOSEPHS
Vice Chairman, Committee on Trust Matters

THOMAS S. LAMONT
Vice Chairman of the Board

L. F. McCOLLUM
President, Continental Oil Company

JUNIUS S. MORGAN

HOWARD J. MORGENS
President, The Procter & Gamble Company

THOMAS L. PERKINS
Chairman of the Board American Cyanamid Company

M. J. RATHBONE
President, Standard Oil Company (New Jersey)

CARROL M. SHANKS
President, The Prudential Insurance Company of America

ROBERT T. STEVENS
President, J. P. Stevens & Co., Inc.

JAMES M. SYMES
Chairman of the Board The Pennsylvania Railroad Company

HENRY S. WINGATE
Chairman of the Board The International Nickel Company of Canada, Limited

GEORGE S. YOUNG
Chairman of the Board The Columbia Gas System, Inc.

Government Bonds

Oct. 18, 1960 (Supplied by Investment Dealers' Assoc. of Canada)

%	Due	Bid	Asked
Govt. of Canada Bonds:			
3	Perpetual ...	69¾	71¾
2¾	June 1967/68.	89	90
3¾	Jan. 1975/78.	84½	85¼
3¾	Mar. 1996/98.	79¼	80¾
3	Dec. 1960 ...	99¾	100¼
3	May 1961 ...	99¾	100¼
3¼	May 1970 ...	91¾	92¾
3¼	Oct. 1979 ...	79¾	80¾
3	Dec. 1961 ...	99¼	99¼
3¾	Sept. 1965 ...	97	98
4¼	Sept. 1972 ...	92¾	93¾
4¼	Sept. 1983 ...	91¾	92¾
4	Jan. 1963 ...	100¼	100¾
5¼	Oct 1962 ...	103¾	104¼
3¼	June 1974/76.	81¾	82¾
5¼	Apr. 1963 ...	104	104¾
5¼	Apr. 1969 ...	103¾	104¾
5¼	Oct. 1975 ...	102¼	103¼
4¼	Dec. 1962 ...	101¼	101¼
Cdn. Nat. Railways:			
3	Jan. 1961/66.	93	94
2¾	Feb. 1961/63.	98¼	98¼
2¾	Jan. 1964/67.	90¼	92¼
3¾	Feb. 1972/74.	87¼	88¼
4	Feb. 1981	85¼	86¼
5¼	Dec. 1964 ...	103¾	104¾
5¾	Jan. 1985 ...	104¾	106
Int. Bank of Reconstruct. & Development			
3¼	Apr. 1965 ...	94	96
3¼	June 1969 ...	88¼	90¼
C'wealth of Australia:			
4	Nov. 1970 ...	89¼	91¼
Prov. Govt. Bonds			
Alberta Tel. Gtd.:			
4¼	July 1976/78.	88¼	90¼
British Columbia:			
3	June 1964 ...	93¾	94¾
Pac. Gt. East. Rly. Gtd.:			
4¾	Dec. 1987 ...	89	92
Ontario Hydro:			
4¾	Nov. 1964/67.	95¾	97
5	Apr. 1974/77.	97¼	98¾
5¼	Aug. 1979/81.	100¾	102
5¼	July 1978/80.	100¾	102
Quebec:			
5¼	July 1970 ...	100¼	100¾
New Brunswick:			
4¼	Oct. 1968/71.	94¼	96
5	Oct. 1974/77.	95¼	97
Ontario:			
4¼	Dec. 1962/63.	99	100
3	Nov. 1963/65.	93¼	94¾
5	Jan. 1977/79.	97¼	99
5¼	May 1970 ...	102¼	103¼
5¼	May 1978/80.	100¾	102
Man. Hydro:			
5¼	Sep. 1979/81.	97¾	98¾
Manitoba:			
5¼	June 1976/79.	101	102
Nova Scotia:			
4¾	Dec. 1975/77.	95	97
5¼	July 1978/80.	101¼	102¼
Quebec Hydro Commission:			
5¼	June 1979/82.	100¼	101¼
Saskatchewan:			
4¼	Nov. 1974/76.	90¾	92¾
5¼	July 1978/80.	101¼	102¼
Newfoundland:			
4¾	July 1962/64.	97	98¾
3¼	Oct. 1980 ...	96¼	97¼

DIVIDEND NOTICES

THE CANADIAN BANK OF COMMERCE

Dividend No. 295

NOTICE is hereby given that a dividend at the rate of forty-five cents per fully-paid share on the outstanding Capital Stock of this Bank has been declared for the quarter ending October 31, 1960, payable at the Bank and its branches on November 1, 1960, to shareholders of record at the close of business on September 30, 1960.

By Order of the Board
J. P. R. Wadsworth,
General Manager

Toronto, September 16, 1960

IMPERIAL BANK OF CANADA

Notice is hereby given that a Bonus of Thirty Cents (.30¢) per share has been declared for the year ending 31st October, 1960, payable at the Head Office and Branches on and after the 1st day of December next, to shareholders of record at the close of business on 31st October, 1960.

By order of the Board.
H. W. THOMSON,
General Manager.

Toronto, 12th October, 1960.

IMPERIAL *the* **BANK** *that service built*

THE TECK-HUGHES GOLD MINES, LIMITED

A dividend of 5c per share has been declared on the outstanding Capital Stock of The Teck-Hughes Gold Mines, Limited, payable December 1, 1960, to shareholders of record at the close of business, October 31, 1960.

J. W. STEPHENSON,
Treasurer.

LAMAQUE GOLD MINES LIMITED

A dividend of 10c per share has been declared on the Capital Stock of Lamaque Gold Mines Limited payable December 1, 1960, to shareholders of record at the close of business, October 31, 1960.

J. W. STEPHENSON,
Treasurer.

McINTYRE PORCUPINE MINES, LIMITED

DIVIDEND NO. 189

Notice is hereby given that a dividend of twenty-five cents (25c) per share in Canadian currency will be paid on December 1st, 1960, to shareholders of record at the close of business November 1st, 1960.

By Order of the Board.
F. T. McKINNEY,
Secretary.

Dated at Toronto, Ontario, October 11th, 1960.

DOMINION GLASS COMPANY LIMITED

Notice is hereby given that an extra dividend of Sixty Cents (60c) per share has been declared out of current earnings and net income retained and employed in the business, on the Common Stock of the Company, payable Tuesday, the 15th day of November, 1960, to shareholders of record at the close of business Friday, the 28th day of October 1960.

By Order of the Board.
T. B. KING,
Secretary.

Montreal, 28th September, 1960.

MACLEOD'S LIMITED

NOTICE is hereby given that the regular quarterly dividend of Thirty Cents (30c) per share on the 6% Cumulative Redeemable Participating First Preference Shares, Series A, of the Company has been declared payable 15th November, 1960, to Shareholders of record at the close of business on 31st October, 1960.

By Order of the Board.
J. W. TACKABERRY,
Secretary.

Winnipeg, 12th October, 1960.

MANITOBA AND SASKATCHEWAN COAL COMPANY (LIMITED)

DIVIDEND NOTICE

Notice is hereby given that a dividend of 20c per share in Canadian Funds on the Class "A" and Class "B" shares of this Company, has been declared payable December 1st, 1960, to Shareholders of record on November 15th, 1960.

By Order of the Board.
J. G. DeWOLFE,
Secretary-Treasurer.

Winnipeg, Manitoba, October 14th, 1960.

DICKENSON MINES LIMITED

DIVIDEND NOTICE

NOTICE IS HEREBY GIVEN that a regular semi-annual dividend of five cents (5c) per share plus an extra dividend of four cents (4c) per share were declared payable on the 19th day of December, 1960, to shareholders of record at the close of business on the 21st day of November, 1960.

By Order of the Board.
D. F. BURT,
Secretary.

Toronto, Ontario, October 13, 1960.

NOTE: Dickenson Mines Limited is the company resulting from the amalgamation of New Dickenson Mines Limited and Lake Cinch Mines Limited.

INVESTORS MUTUAL OF CANADA LTD.

Dividend No. 42

Notice is hereby given that a dividend of 10c per share has been declared on the outstanding Capital Stock of the Company payable on November 9th, 1960 to shareholders of record at the close of business on October 31st, 1960.

E. G. O. HOWARD,
Winnipeg Secretary
October 11, 1960

NORTHWESTERN UTILITIES, LIMITED

DIVIDEND NOTICE

NOTICE IS HEREBY GIVEN that the Board of Directors of this Company has declared the fifty-seventh Quarterly Dividend of $1.00 per share, payable on Nov. 1, 1960, upon the outstanding 4% Cumulative Preference Shares of the Company, such dividend to be paid to the Shareholders of record at the close of business on Tuesday, Oct. 18, 1960

DATED at Edmonton, Alberta, this 11 day of Oct., 1960.

C. L. METCALFE,
Secretary.

DOMINION ELECTROHOME INDUSTRIES, LIMITED

DIVIDEND NOTICE

Electrohome

Notice is hereby given that at a meeting of the Board of Directors of Dominion Electrohome Industries, Limited, held in Kitchener on September 22nd, 1960, a dividend of Ten Cents per share on the Common Shares of the Company was declared payable November 30th, 1960, to shareholders of record November 15th, 1960.

By Order of the Board,
D. S. SYKES,
Secretary-Treasurer.

Kitchener, Ontario
October 4, 1960.

CANADA'S ORIGINAL MUTUAL FUND HAS DECLARED ITS **111TH CONSECUTIVE QUARTERLY DIVIDEND** TEN CENTS PER SHARE

PAYABLE NOV. 1, 1960 TO SHAREHOLDERS OF RECORD OCTOBER 14

GROWTH IN POST-WAR ANNUAL DIVIDENDS PER SHARE

1945 .. 17¢ (UP 111%) 1960 .. 36¢

CASH DIVIDENDS EXCEED **$40,000,000** SINCE ORGANIZATION

Canadian Investment Fund, Ltd.

Market Bid and Ask Quotations

Montreal & Toronto Oct. 18, 1960

Stock	Bid	Ask	Stock	Bid	Ask
T Star p	57¾	58¼	xYan C	3¼	4
xTowag	8¼	10	xYellor	6	7
T Fin A	36¾	37	xYk B	101	103
Do B	35¾	37	xYKn A	130	180
Do 4¼	86¼	88¼	xDo B	17	50
Do 5	36¼	37¼	xYoung	68	70
Do A r	15¼	..	xYukno	3	6
Do B r	15¼	..	Zell 4¼%	47	49
xDo w56	40	46	xZenith	245	250
xDow57	275	295	xZenmc	17¼	19
xTr Can	39	44	xZulapa	32	33
T R C Pl	18	18¼			
Tr-Mt	8¼	8¾			

xQuoted in cents.

Toronto Curb

Stock	Bid	Ask	Stock	Bid	Ask
Andian	6¾	7	Du Pont	20¼	20¾
A C	44	44¼	Do p	76¼	..
Ang-N	6¼	6¾	Gaspe	18¼	18¼
Asbest	25¾	25¾	Hayes	21¼	22
B A B	50	52	I Pap	88	89¼
xBulolo	550	575	Lob I n	12¾	12¼
CD Sug	17	17¼	M Lrn A	20	20¼
C Ving	30¼	31	Do B	20¼	20¾
C Brnze	18¾	19	MO Pap	28¾	29¾
Do p	85¼	..	Ogilv	43¼	44¼
CG Inv	29	29¼	Do p	131	134
C Ing	40	41	xPend O	265	285
C Marc	485	5¼	Price	37	37¼
C Pap	39	39¾	Sngmo	9	12¼
xDalh	14¼	15	xSW P	150	175
de Hav	180	240	Th CG I	6¼	6¼
D Glass	70¼	73	xYuk C	57	59
Do p	14	15	Zellrs	34¼	34¾
DOC	23	24¼	(xToronto Gold)	34.40	34.90

x—Quoted in cents.

Calgary Oils

Quoted in cents

Stock	Bid	Ask	Stock	Bid	Ask
Albedena	2	4	Ldmnstr D	15	..
Aldina-Led	2	2¾	Merit	45	50
Amalta	2	4¼	Merland	10	11
Anaconda	40	50	Mill Crk	5	5¼
Bashaw L	3¼	3¼	Mollusca	3	..
Blue Cr	22	22¼	Melton	..	17
Cdn Ftune	2	..	N Richfld	1¼	2
Carleton	30	..	N York	5	7
Castle	11	14	N Sprg Cou	3	3¾
Crusade	85	..	Nth Cont	¾	1
Claybar	10¼	15	Nuco P	4¼	4¼
Command	65	90	Nu-Ridgwy	4¼	5
Coml Min	6¼	7¼	Oregon	30	..
Dom Lhds	..	110	Ranchm's	4	8
Dom Minls	1¼	2	Renfrew P	5	6
Dalhousie	13	..	Royal Cdn Ventures	9¼	13
Dynalta	20	25	Sage	75	80
E Can Gas	2¼	6	Sastex	1¼	3
Edoran	2	2¼	Share	2¼	3
Futurity	16	..	Silver City	2¼	..
Gateway	1¼	3¾	Siscalta	25	60
Golden Sat	3	..	Sturgeon P	4	5
Globe	6	10	Starland	150	190
Gold Spike	4¼	5¼	Kenare P	1¼	2¼
Transfld P	1	1¾	Keno	16	19
Tri-Zone	1¼	3	Leamac Pet	3¾	5
Turner Val	7	20	Leduc Cal	4	6
West Warn	5	8			

Canadian Stock Exchange

INDUSTRIALS

Stock	Bid	Ask	Stock	Bid	Ask
Atls Tfilm	50	56	B'chasse	14	15
Beld Cort	11¼	12	Belle-Chib	4	4¼
Do p	10	13	Bornite	3¼	4
Beig St	7¼	..	Burnt Hill	9	12¼
Do p	13¼	..	Calumt Ur	3	4¼
BB Rway	6¼	7¼	Canalask	3	3¼
Btly Ho	230	..	Canuba	2	3¼
Can Fl B	11	12	Carbec M	6	8
Cdn Arna	160	..	Cartier Q	10	13
Cdn I Inv	15¼	17¼	Cen Man	2	5
Do p	77¼	..	Chem M	201	205
Cdn P&P	5¼	6¼	Chessm	3	3¼
Cdn Slk A	25	110	Chib CC	13¼	14
Catelli A	41	45	Chipman	7¼	8
Can Kodiak Ref	100	110	Coninga	3¼	5
Con Div A	80	..	C Monpas	5	..
Do p	26	30	C Que Yell	4	5
C Texdls p	11¼	..	C Vauze	110	125
Crain RL	16¼	18	Dolsan	6	6¼
Dalfen's	65	80	Duvan	..	11
Dav & F A	45	48	Fab Met	8	9
Dom Eng	16¼	17	Fano	2	3
E Koot p	117	..	Fatima	..	30
Feralco I	..	75	Fontana	3	4
Freiman c	35	..	Fundy Bay	3	5
Horner A	20¼	23	Gold Age	43	45
Hubbrd Flt	9	..	Gui-Por Ur	6	7
Do A	..	21	Haitian	2¼	3
I Paints A	..	9	Herst Col	450	490
Do p	15	19	I Ceramic	9	10
Inv Found	37	40	Iso Ur	35	43
Do p	50	57¼	Konuki Ld	4	4¼
Lambert A	13¼	13¾	Lingside C	4	5
Do B	15	18	Lithium	38	39
Laconia In	24¾	25¾	Massval	8	14
Melch Dis	..	7¼	Mid-Chib	17¼	19
Do p	11	12¼	Mogador	6	8
Mtl Refr A	17	20	Monpre	6¼	8
Do B	18	24	N Formaq	4¼	5
Mtl R Dairy	5¼	6¼	N Jack Lk	3	4
Mtl R Rice	19	22	N S'tiag	2¼	3
Mussens	7	10	NW Amult	14	17
Nfld L&P	45	47	Nocana	5¼	..
N W Ind	..	375	N Am Asb	6	9
Pac Atl	200	285	N Am Rar	48	50
Paton Mfg	6¼	..	Obalski	9	10
Do p 7%	20	22¼	Opemisca	9¼	10
Pr Crp 1st	41	45	Orchan U	142	150
Prem Stl	7¼	7¾	Partridge	5	12
Que-Tel	33	34	Paudash	11	12
Do warr	13	13¾	Pennbec	8¼	9¼
Do A	20¼	20¾	Pitt	3	4
R&M Bear	14¾	..	Por Prime	8	9
Renold A	14¼	..	Que Cob	245	250
Shop & S	6¼	6¾	Que Smelt	8	9
Sobeys S A	11¼	12	Roberval M	8	12
Soca Ltd	85	135	Red Crest	2¼	4
Sou C p	118	120	Sou Dufit	15	16
Ruby F E	..	240	Stand Gold	6	7
Tr Can C	29	30	Tache Lk	8	9
Tr Can Frz	5¾	6	Tazin	9	9¼
Un Amu A	11¼	12	Tib Explor	5	7
Do vt A	11¼	12	Trebor	3	4
UP Props	180	185	Vanguard	10¼	12¼
Woodfd A	50	..	Virg Min	13¼	14
Do B	10	..	Wendell	2¼	..
			Westville	3	4
MINES—Cents			**OILS—Cents**		
Alscope	6	8	Bluewater	13	20
Amernm	2	3	Bonn'lle	19	20
Arno	4	4¼	Castle Oil	4	7
Atlas Sulp	3	5	Futurity	18	20
Aug Expl	28	30	Gaspe	3	3¼
Baker Talc	10	..	Gateway	..	4
Band-Ore	4¼	5	Israel Cont	11	14
Barvallee	3	4	N Spr Coul	2¼	4¼
Bateman	9	9¼	Qu Oil	3	3
Beatrice	2¾	3¼	Titan Pet	12	13

Grain Prices

Winnipeg Futures

Week to Oct. 17, 1960

Crop year from Aug. 1, 1960 High	Low		High for Week	Low for Week	Close Oct. 17
		Oats—			
.84¼	.80¾	Oct.	.84¼	.82¾	.84¼
.80¼	.78	Dec.	.80¼	.78¾	.79¾
.80¼	.78	May	.79¼	.78¼	.79¾
.78¾	.78¼	July	.78¾	.78¼	.78¾
		Barley—			
1.12¾	1.00¾	Oct.	1.12¾	1.07¼	1.10¾
.99¾	.97¾	Dec.	.99	.98¾	.99
1.00¾	.98¼	May	1.00	.98¾	.99¾
.99¼	.98¾	July	.99¼	.98¾	.98¾
		Rye—			
1.09¼	1.02	Oct.	1.07¾	1.05¾	1.06¼
1.06¼	1.01¼	Dec.	1.05	1.03¾	1.03¾
1.09	1.05¾	May	1.06¾	1.05¾	1.06
1.08¼	1.07¼	July	1.08	1.07¾	1.08
		Flax—			
3.36	2.88¼	Oct.	3.03¼	2.88¼	2.98
3.26	2.82¾	Dec.	2.97¼	2.84¾	2.93¼
3.28¼	2.86¼	May	2.99¾	2.88¼	2.96¼
3.10¾	2.82	July	2.96	2.84¼	2.92¾

Chicago Futures

Week to Oct. 17, 1960

Crop year from Aug. 1, 1960 High	Low		High for Week	Low for Week	Close Oct. 17
		Wheat—			
1.96¼	1.90¼	Dec.	1.96¾	1.93	1.93¼
2.00¾	1.95¼	Mar.	2.00¼	1.99¼	2.00¼
1.99	1.94¾	May	1.99	1.97¾	1.98¾
1.89¼	1.82¼	July	1.86¾	1.85¼	1.85¼
1.89¾	1.87¼	Sept.	1.88¾	1.87¾	1.88¼
		Corn—			
1.13¾	1.07¾	Dec.	1.08¾	1.07¾	1.07¾
1.17¾	1.12	Mar.	1.12¾	1.12	1.12¼
1.19¼	1.15	May	1.15¾	1.15	1.15
1.19	1.17¾	July	1.17¾	1.17¾	1.17¾
1.17¼	1.17¼	Sept.	...	...	...
		Rye—			
1.23	1.17¾	Dec.	1.21¼	1.19	1.19
1.27¼	1.22¼	Mar.	1.25¼	1.24	1.24
1.27¾	1.23	May	1.26	1.24¾	1.24¾
1.24¼	1.19	July	1.21¾	1.20¾	1.21¼
1.21¼	1.20¾	Sept.	1.21¼	1.20¾	1.20¾
		Oats—			
.72¼	.64¾	Dec.	.66¾	.64¾	.64¾
.74¾	.68¾	Mar.	.70¼	.68¾	.68¾
.74¾	.69	May	.70¾	.69¼	.69¼
.70	.65¾	July	.67¾	.65¾	.65¾
		Soybean—			
		Nov.	2.14¾	2.13	2.14¼
		Jan.	2.19¾	2.17¼	2.18¾
		Mar.	2.23¼	2.21¼	2.22¾
		May	2.25¼	2.23¾	2.25
		July	2.26¾	2.24¾	2.26

Winnipeg Cash

	High For Week	Low Oct. 17	High Prev.	Low Week
Oats—				
2 C. W.	.85	.82¼	.85	.84¼
3 C. W.	.81¾	.81¼	.81¾	.81¼
Barley—				
1 Feed	1.07¾	1.03¾	1.03¾	1.02¾
2 Feed	1.04¾	1.03¾	1.01¾	1.00¼
1 Malt	1.11	1.09¾	1.11¼	1.08¼
Rye—				
1 C. W.	1.07¾	1.06¼	1.07¾	1.07¼
2 C. W.	1.07¾	1.06¼	1.07¾	1.07¼

Chicago Cash

	High For Week	Low Oct. 17	High Prev.	Low Week
Corn—				
2 Yell.	1.12¾	1.10¼	...	...
Oats—				
1 H. W.	.65¾	.65¾	...	...

Canadian Auto Production

	Week Ending Oct. 15	Same Week 1959	Year To Date 1960	Year To Date 1959	% Change To Date
CARS					
General Motors:					
Buick	164	190	7,170	7,736	
†Chevrolet	1,066	986	62,517	61,859	
Oldsmobile	211	262	8,158	12,659	
Pontiac	961	1,002	57,922	49,317	
	2,402	2,420	135,767	131,571	+3
***Ford:**					
†Ford	672	528	44,420	41,617	
Mercury	37	74	3,434	4,938	
†Meteor	363	388	22,180	26,607	
Monarch	33	62	3,557	4,009	
	1,105	1,052	73,591	77,171	—6
Chrysler:					
Chrysler	165	48	4,575	4,721	
DeSoto	...	17	1,904	975	
Dodge	323	370	16,287	16,030	
†Plymouth	399	210	16,288	13,045	
	887	645	39,054	34,771	+12
Studebaker-Packard:					
Studebaker	128	192	4,176	6,752	—38
Total cars	4,522	4,309	252,588	251,875	....
TRUCKS					
General Motors	459	416	28,186	26,390	
Ford	...	293	16,407	14,655	
Chrysler	125	...	4,563	5,197	
International	132	205	9,361	11,275	
Total trucks	716	914	58,517	57,517	+2
Total cars, trucks	5,238	5,223	311,105	309,392	....

*Includes Edsel production, 1959 model year.

†Chevrolet includes Corvair; Ford includes Falcon; Meteor includes Frontenac 1960 model year, Comet 1961 model year; Plymouth includes Valiant.

Source: Canadian Automobile Chamber of Commerce.

Calgary Stock Exchange

INDUSTRIALS

Quoted in cents

Stock	Bid	Ask	Stock	Bid	Ask
Alaska Yk PL	..	200	Cdn Prop	280	285
Alska YR	..	55	Carling Br	80	90
Do p	..	500	Edmonton Concr	365	395
Cdn Kodiak Ref	90	110	Indian Ch	..	40
			Prop Cr	..	30

MINES

Quoted in cents

Stock	Bid	Ask	Stock	Bid	Ask
Burrex M	3	..	New Imp	5¼	6
C Potash	24¼	..			

Gold Bars Quoted

Rate Reported by Doherty, Roadhouse & Co., Toronto.

Canadian kilo bars of gold approximately 32 oz. each

Oct. 18, 1960

	Bid — per oz.	Asked —
Latest week	$34.40	$34.90
Previous week	$34.25	$34.75

Corporation Bonds

(Supplied by Investment Dealers' Association of Canada)

October 18, 1960

Public Utility Issues:	Int. Rate %	Due	Bid	Ask.	Prev. Week Bid
Alg. Cen. H.B.R.	5¼	'79	98¼	...	98¼
Bell Phone	5	'72	98¾	...	98¼
Bowater Pwr.	3¾	'80	84¼	...	83¼
Braz Traction L & P	4¾	'70	79¼	...	79¼
B C Electric	5¼	'88	95	...	95
Do	5¾	'77	100	...	100¼
B C Phone	5	'82	95¼	...	95¼
Calgary Pwr.	3¼	'72	82	...	82
Consumers' Gas	5	'78	96	...	95¼
Gatineau Pr D	3¼	'70	88¼	...	88¼
Gt Lakes Pr.	5¾	'77	101	...	101
Maclaren-Quebec Power	3	'69	84	...	84
Mexican L. & P	5	'75	82	...	82
Nat L & Pr.	4¼	'61	99¼	...	99¼
North Que. Pr	4¼	'67	92	...	92
Power Corp.	5¼	'77	95	...	95
Que. Nat. Gas	5¾	'85	81¼	...	83¼
St Maurice Pr.	3¼	'70	86	...	86
Shaw W & Pr.	4¾	'76	94	...	94
Tr Can. P L	5.85	'87	95¼	...	96
W'coast T Deb.	5¼	'88	83¼	...	84¼
Industrial Issues:					
Abitibi Pr P	6¼	'77	104¼	...	104¼
Do	4	'74	105	...	105
Acadia-Atlantic Sugar	4	'74	86	...	86
Alum of Can.	4¼	'73	93	...	93
Bathurst P & P	5¼	'73	97¼	...	97¼
Bicroft-Uranium	5	'62	98¾	...	99¼
Can Bread	4¼	'67	93	...	93
Can Cement	5¼	'76	97	...	98
Can Steamship	4	'66	97¼	...	97¼
Cdn Brew	4¼	'81	91	...	91
Cdn Canners	3¾	'70	87¼	...	87¼
Cdn Celanese	3	'62	97	...	97
Cdn Chem Co	5¼	'71	94¼	...	95
Cdn Industries (1954) Ltd.	3¾	'74	88	...	88¼
Cdn Dyno	6	'63	100¾	...	100¾
Cdn Oil	4	'76	87¼	...	87
CPR	3¾	'72	88	...	88
Do.	3¼	66	91¾	...	92¼
Can-Met	5¼	'63	98	...	98
Cockshutt F. E	4¼	'65	93	...	92¼
Cons Denison	5	'62	99¼	...	99¼
Dom Fdrs & S	4¼	'69	94	...	94
Dom Stores	5¼	'76	99¼	...	99¼
Dryden Paper	4¾	'74	86¼	...	86¼
T Eaton Accept	4¾	'74	93¼	...	93¼
T Eaton Realty	5¼	'76	97¼	...	97¼
E B Eddy	4	'74	81¼	...	81¼
Elk Falls Co	5	'75	88	...	88
G Motors Acc	4¾	'69	98	...	97¼
Gt Lakes Pap	5	'76	95	...	95¼
Hud Bay O&G	4	'75	85¼	...	85¼
Husky Oil	5	'69	89	...	89
Imp. Tobacco	3	'70	86	...	86
Imp Oil	3	'69	87¼	...	87¼
Indust Accept.	6	'77	101¼	...	102
Loblaw Groc.	6	'77	102¼	...	102
Lorado Uran.	6	'62	99¾	...	99¾
Maple L. M	3¾	'63	96	...	94¼
Massey-Ferg	4¼	'76	86¼	...	86¼
Milliken Lk	6	'62	100¾	...	100¼
North Cdn Oil	5	'75	80	...	80
Northspan	5¾	'63	99¾	...	99¼
Northstar Oil	4¼	'78	91	...	91
Ont Jockey Club ex wts	5¼	'72	95	...	95
Phillips Elect.	5	'73	89¼	...	89¼
Price Bros.	3¼	'66	90	...	90
Regent Refining	4¼	'75	86	...	86¼
Rio Tinto	5	'63	96¼	...	96¼
St Law Corp.	5	'72	96	...	96¼
Sal.-Shirriff-H.	6	'77	103	...	103
Simpsons Ltd.	4¾	'73	95¼	...	96¼
Steel Co	2¾	'67	90¼	...	90¼
Traders Finance	4¾	'71	96	...	96
Union Accept	5¼	'68	92	...	92
Un Grain Gr	3¾	'70	87	...	87
Weston, Geo	4¾	'71	95	...	95¼
CONVERTIBLE ISSUES					
Abitibi P & P	4¼	'66	97¼	...	98¼
Atlas Steels Ltd	5	'67	98¼	...	99
Braz Tr L & P	4¼	'71	74¼	...	75
B C Electric	6	'84	106	...	107
Cdn. Pacific R.	4	'69	91¼	...	91¼
Cdn Petrofina	4	'72	82	...	82
Cockshutt F Eq	5	'68	92¼	...	92
Home Oil	5¾	'71	94¼	...	95
Do	6	'75	99	...	99
Shaw W & P.	5¼	'72	105¼	...	105¼
Westcoast T	5¼	'88	83¼	...	89¼
Loblaw Groc.	4¾	'76	121	...	121
Phillips Elect.	5¼	'70	91	...	91
S'wood Dairies	5¼	'72	98¼	...	97¼
Trans Emp. Oils	5	'66	96	...	95
Do.	5¼	'67	95	...	95
Triad Oils	4¾	'71	81¼	...	82¼

Mutual Funds

	Divd. pd. cents▲	Bid	Ask.
All-Can. C. Fd.	22.842(30.563)	6.38	6.93
All-Can Div Fd.	18(32)	4.92	5.35
American Growth	11(18)	7.27	7.92
Assoc Investors	25.5(33½)	7.44	7.52
Can. Invest. Fund	36(38)	8.31	9.12
Canafund	125(125)	33.71	35.40
Champion Mut. Fund	8(21)	5.22	5.73
C'wealth Inter.	32(29)	7.66	8.42
Com. Lev. Fund	13(10)	6.11	6.71
Corporate Inv.	24(42½)	8.52	9.32
Diversified Inc. B	11.2(10.3)	3.40	3.75
Dom Equity	53(52)	14.30	14.62
Dom. Comp. Fund	24(38)	8.18	8.51
Do. nonres.	24(38)	8.11	8.43
Dominion Funds	24(38)	7.66	7.97
First Oil & Gas		3.43	3.75
Group Accum.		4.98	5.44
Grouped Inc.	15.45(23.7)	3.27	3.57
Growth Oil & Gas		6.25	6.56
Invest. Growth	14.5(10.5)	5.53	6.02
Investors Mutual	36(33)	10.81	11.75
Mut. Acc. F.	17.91(23.87)	6.99	7.64
Mutual Bond		6.32	6.62
Mutual Income	23.55(26.16)	4.50	4.92
North American	18(120)	8.03	8.73
Sav. & Inv. Mut.	13.5(18)	4.90	5.35
Securities Fund		11.75	12.86
Sup'vised Amer.	9(12)	6.52	6.59
Sup'vised Executive (1955)		36.88	...
Sup'vised Executive (1956)		30.24	...
Sup'vised Executive (1957)		5.18	...
Sup'vised Executive (1958)		5.47	5.53
Sup'vised Gr'th Fund	4(3.5)	1.53	1.55
Sup'vised Inc. Fund	12(17)	3.80	3.84
T V Electr's	16♦(95■)	7.52	8.20
Timed Invest.	19(25)	5.35	5.78
Trans-Can. A	55.8(95.2)	24.70	...
Do. B.	94.4(91.1)	25.25	...
Do. C	18(18)	5.05	5.55
United Accum. Fund	32(24)	13.71	14.90

‡Including initial.

▲Paid or payable in 1960, total paid in 1959 in parentheses.

■Of which 62½ (U.S.) cap. gains dist. in 1959.

♦Of which 8c (U.S.) was paid following 2-for-1 stock split.

Bond Tenders

12 Noon, Oct. 20, 1960, Government of Canada, Treasury Bills — Due Jan. 20, 1961 and April 21, 1961, $120,000,000. Dated Oct. 21, 1960.

5 P.M., Oct. 25, 1960, Municipality of the County of Kings — 5¼% 1-20 year debentures, $100,000. Dated Nov. 1, 1960.

Record of Financing

Sales by Municipalities, Provincial and Dominion Governments. Offerings of Corporations and Securities.

DOMINION

Government of Canada Treasury Bills — Due Jan. 6, 1961 and April 7, 1961, $120,000,000. Issued Oct. 6, 1960. Sold at $99.455 to yield 2.20% and $98.761 to yield 2.52%.

PROVINCIAL

British Columbia Toll Highway & Bridges Authority (Guar. by Prov. of B.C.)—1½% debentures, to mature March 30, 1961, and Sept. 29, 1961, $10,000,000. Dated Sept. 23, 1960. Bought privately by A. E. Ames & Co. Ltd., Wood, Gundy & Co. Ltd., Dominion Securities Corpn. Ltd., The Canadian Bank of Commerce and The Royal Bank of Canada.

MUNICIPAL

The Board of Trustees of the Roman Catholic Separate School Section #1, District of White River, Ont. — 6¾% debentures, due Aug. 15, 1961-80, $90,000. Issued Aug. 31, 1960. Offered at $100.00 by Goss & Co. Ltd.

The Board of Trustees of the Roman Catholic Separate School Section #1, Township of Nipigon, Que. — 6½% debentures, due Aug. 15, 1961-80, $46,000. Issued Aug 31, 1960. Offered at $100.00 by Goss & Co. Ltd.

Town of Villeneuve, Que. — 5% debentures, due Oct. 1, 1961-70, $24,000. Issued Sept. 26, 1960. Sold at $98.82 to La Corporation de Prets de Quebec.

School Commission for Mun. of City of Drummondville, Que. — 5% debentures, due Oct. 1, 1961-80, $585,000. Issued Sept. 27, 1960. Sold at $97.082 to Descarries, Vinet & Cie, Ltee and Veillet, Langlois & Courtemanche, Inc.

Village of St. Emile, Que. — 5% and 5½% debentures, due Oct. 1, 1961-70, $450,000. Issued Sept. 27, 1960. Sold at $93.04 to J. E. Laflamme, Ltee, Grenier, Ruel & Cie, La Corporation de Prets de Quebec, Oscar Dube & Cie, Inc., Placements Kennebec, Inc. and Garneau, Boulanger Ltee.

Town of La Petite Riviere, Que. — 5% and 5½% debentures, due Oct. 1, 1961-75, $102,000. Issued Sept. 27, 1960. Sold at $97.53 to Garneau, Boulanger, Ltee, La Corporation de Prets de Quebec, J. E. Laflamme Ltee, Grenier, Ruel & Cie, Inc. and Oscar Dube & Cie Inc.

Brantford Township Roman Catholic Separate School Board Section #9, Ont.— 6% debentures, due Oct. 15, 1961-80, $96,000. Issued Oct. 3, 1960. Sold at $97.58 to McLeod, Young, Weir & Co. Ltd.

Town of Donnacona, Que. — 5% debentures, due Nov. 1, 1961-80, $50,000. Issued Oct. 3, 1960. Sold at $96.56 to Wood, Gundy & Co. Ltd.

Town of Marieville, Que. — 5% debentures, due Sept. 1, 1961-75, $65,000. Issued Oct. 3, 1960. Sold at $97.85 to Oscar Dube & Cie, Inc.

Township of North Norwich, Ont. — 5½% debentures, due Nov. 15, 1961-80, $260,000. Issued Oct. 3, 1960. Sold at $98.85 to Bankers Bond Corpn. Ltd.

School Commission for Mun. of Repentigny-Les-Bains, Que. — 5% debentures, due Nov. 1, 1961-70, $170,000. Issued Oct. 3, 1960. Sold at $98.08 to Oscar Dube & Cie, Inc.

Town of Warwick, Que. — 5% debentures, due Sept. 1, 1961-75, $100,000. Issued Oct. 3, 1960. Sold at $97.72 to Morgan, Ostiguy & Hudon, Ltee.

Town of Brossard, Que. — 5% and 5½% debentures, due Nov. 1, 1961-70, $1,000,000. Issued Oct. 4, 1960. Sold at $94.661 to W. C. Pitfield & Co. Ltd., Belanger, Inc., Brault & Chaput, Morgan, Ostiguy & Hudon, Ltee, Credit Quebec, Inc., Durocher, Rodrigue & Cie, Ltee, Banque Canadienne Nationale and Banque Provinciale du Canada.

Village of Rimouski-East, Que. — 5% debentures, due Sept. 1, 1961-70, $30,000. Issued Oct. 3, 1960. Sold at $99.27 to Banque Provinciale du Canada and Belanger, Inc.

School Commission for Mun. of City of Thetford-Mines, Que. — 5% debentures, due Sept. 1, 1961-80, $1,208,500. Issued Oct. 4, 1960. Sold at $97.60 to Placements Kennebec, Inc.

School District of Kirkfield Park #30, Man. — 6% debentures, due Dec. 1, 1960-79, 300,000. Issued Oct. 5, 1960. Sold at $98.37 to Burns Bros. & Denton Ltd.

School Commission for Mun. of Beaupre, Que. — 5% debentures, due Oct. 1, 1961-70, $217,500. Issued Sept. 27, 1960. Sold at $98.9254 to Boisvert & Cie, Ltee and Placements Kennebec, Inc.

Town of Amherst, N.S. — 5% 1-20 year debentures, $175,000. Issued Oct. 5, 1960. Sold at $97.347 to Cornell, MacGillivray Ltd. and Stanbury and Co. Ltd.

Municipality of Hants, East, N.S. — 5¼% 1-20 year debentures, $180,000. Sold at $98.38 to Wood, Gundy & Co. Ltd., Eastern Securities Co. Ltd., and Royal Bank of Canada.

CORPORATE

Maritime Telegraph and Telephone Company, Limited — 5½% first mortgage bonds series "K", to mature Nov. 1, 1980, $4,000,000. Dated Nov. 1, 1960. Offered at $100.00 and accrued interest by W. C. Pitfield & Co. Ltd. and Wood, Gundy & Co. Ltd.

Thomson Newspapers Ltd. — 6% first mortgage sinking fund bonds, series 1960, to mature Nov. 1, 1980, $4,000,000. Dated Nov. 1, 1960. Offered at $100.00 and accrued interest by Wood, Gundy & Co. Ltd., Dominion Securities Corpn. Ltd., Nesbitt, Thomson & Co. Ltd., McLeod, Young, Weir & Co. Ltd., Gairdner & Co. Ltd., Midland Securities Corpn. Ltd., R. A. Daly & Co. Ltd., Bankers Bond Corpn. Ltd., Ross, Knowles & Co. Ltd., Jennings, Petrie & Co. Ltd., Eastern Securities Co. Ltd. and Okanagan Investments Ltd.

Bond Redemptions

Bonds Issues:	Rate	Year	Call	Price
♦Home Oil Co. Ltd S.F Pipeline Bds.	6¼%	'77	Nov. 1	$100.00

♦$101,000.

Commodities

	Latest week	Previous week	Same week last yr.
Cattle	$22.70	$23.27	$25.00
Hogs	26.50	27.62	23.32
Copper, lb.	.30	.31	.30
Coffee, lb.	.36	.36¼	.34¾
Sugar, raw, lb.	.0599	.0605	.0607
Hides	.11½	.11½	.24
Weekly Commodity Indices			
Dow Jones Fut.♠	143.60	143.45	147.97
U. S. Labor	119.4	119.0	119.1

Monthly Price Indices

	Latest month	Previous month	Same month last yr.
Retail C.P.I.* (Sept.)	128.4	127.9	127.1
Canada (D.B.S.):			
W'sale (Aug.)	230.2	232.2	231.0
C. F'm Pr.* (Aug.)	216.2	221.8	222.0
U. S. W'sale (May)	119.7	120.0	119.9
Gr. Br. W'sale♦ (June)	112.9	112.7	113.3

Base of price quotations is as follows: Cattle-Steers good up to 1,000 lb., to price Toronto. Copper-electrotypers, New York. Coffee No. 4 Santos. Spot Raw Sugar 96 degrees centrifugal c.i.f.

*Base years 1947-49=100.
♠Base years 1924-26=100.
♦Base year 1954=100.

K. A. POWELL (CANADA) LTD.

GRAIN SHIPPERS AND EXPORTERS
GRAIN FUTURES

Owners and Operators
Fort William Terminal Elevator Co. Ltd.
and Powell Transports Ltd.

Head Office—563 Grain Exchange, Winnipeg, Man.
Affiliated Companies—Fort William, Ont., Montreal, Que., Vancouver, B.C.

N. M. PATERSON & SONS LIMITED

FORT WILLIAM WINNIPEG MONTREAL

GRAIN DIVISION
Grain and Coal Merchants
Country and Terminal Elevators

STEAMSHIP DIVISION
Carriers of All Bulk Cargoes

THE WEEK'S QUOTATIONS

Quotations here listed are the official exchange prices for listed stocks including curb market quotations. For unlisted stocks, quotations by unlisted dealers are given. The Financial Post cannot accept any responsibility for these quotations.

Montreal and Toronto Winnipeg, Calgary and Vancouver

Bid and Ask quotes of Toronto and Montreal exchanges up to press time are published on page 43

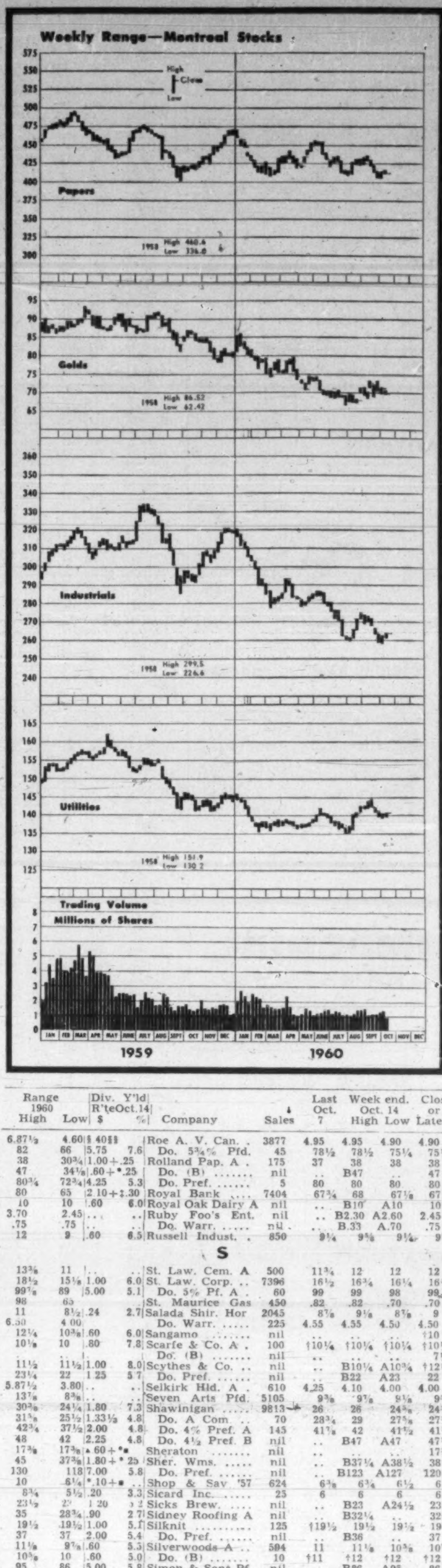
Industrial Stocks

WEEK ENDING OCTOBER 14, 1960

Range 1960 High	Low	Div. R'te $	Y'ld Oct.14 %	Company	Sales	Last Oct. 7	Week end. Oct. 14 High	Low	Close or Latest
41¾	35	1.70	4.5	Abitibi	6695	38⅝	38½	37½	37¾
23	21¾	1.12½	4.8	Do. 4½% pref.	10	23¼	23¼	23¼	23¼
11	9½	.60	5.6	Acadia Atlan.	400	11	11	10¾	10¾
96	85	5.00	5.4	Do. 5% pref.	35	96	96	92	92
20¼	17¾	1.20	6.0	Do. (A)	285	20	†20½	20	20
..	..	..	..	Admiral	nil	..	B11⅛	A11⅜	..
21	17½	.70	3.7	Agnew Surp.	100	19⅛	19	19	19
..	..	..	..	Alaska Y. Pipe	nil	..	..	A2.00	2.50
.75	.70	..	..	Alaska Refin.	nil	..	..	A.55	.75
6⅛	6	..	..	Do. pref.	nil	..	..	A5	†4½
2.90	1.90	..	..	Albt. Dist.	2100	1.95	2.00	1.95	1.95
2.50	1.50	..	..	Do. V.T.	700	1.65	1.65	1.60	1.60
1.20	.70	..	..	Do. S Pur. W.	900	†.65	.70	.70	.70
28⅛	16½			Albt. Gas Tr.	15850	23¾	24⅜	23½	23¾
107	100	6.25	5.9	Do. A pref.	659	106	106½	105¼	105½
7.40	3.50	..	..	Do. A Warr.	8993	7.10	7.40	7.05	7.30
19¾	16¼	1.00	6.0	Algoma Cent.	191	17	16¾	16⅝	16¾
60	52½	3.00	5.7	Do. 6% pref.	35	54	54	53	53
6.10	3.50			Do. Warr.	1038	4.20	4.10	4.00	4.00
40½	30	1.20	3.8	Algoma Steel	6335	32⅞	32⅛	31⅜	32
8½	7	*.15	..	Algonquin	nil	..	B8	A8¾	7½

Range 1960 High	Low	Div. R'te $	Y'ld Oct.14 %	Company	Sales	Last Oct. 7	Week end. Oct. 14 High	Low	Close or Latest
45½	34¼	1.00	2.8	Cdn. Westinghouse	nil	..	B34⅜	A36	35½
1.20	1.00	..	..	Canarama	100	1.20	1.00	1.00	1.00
2.25	2.25	..	..	Do. Pref.	100	2.50	2.25	2.25	2.25
..	..	..	..	Do. Warr.	nil	..	..	..	.50
1.40	1.35	..	..	Cantexas A	nil	..	B1.25	A1.40	1.30
10⅛	9	▲.52	..	Capital Estates	nil	..	B9⅛	..	9¾
1.00	.85	..	..	Carling Br. Alta.	nil	..	B.80	A.90	.90
1.00	1.00	..	..	Do. V.T.	nil	..	..	..	1.00
12¾	12	.60+*▲▲.30		J. B. Carter A	nil	..	B12½	..	12½
55	47¼	*2.00		Do. (B)	nil	..	B45	..	47¼
41	38	.50+*.75		Catelli Food A	nil	..	B41	A45	41
83	60½	2.00	3.1	Chart Trust	nil	..	B63	A65	65
24	22⅝	1.00	3.0	Chateau-Gai	30	†21	†20	†20	†20
58	41	▲1.00	..	Chrysler Corp.	nil	..	..	A43	†40½
3.00	3.00	*1s	..	Cinzano A	nil	..	..	..	3.00
1.65	1.65	5½%	..	Do. 5½% Pref.	nil	..	..	..	1.65
7	4¼	..	..	Circle Bar Knit	nil	..	B6	..	7
7	5⅛	..	..	Do. (A)	nil	..	B6	..	6¾
20	19	†●		Cochrane-Dun	nil	..	B17	A19	†18¼
†16	†15	.80	5.0	Do. (A)	nil	..	B15	A16	†16
25¼	12	..	..	Cockshutt Farms	1295	12¾	14⅜	13	14⅜
5.25	2.00	..	..	B. J. Coghlin	550	†2.25	2.00	2.00	2.00
4.50	2.25	..	..	Cold Lake Pipe	9750	3.20	3.40	3.00	3.30
†14¼	†13½	*1.00	..	Coll. Terminal	nil	..	B13	A15	†14¼
15	13½	*1.00		Do. Pref.	210	15	15	15	15
4.90	3.75		..	Columbia Cell.	1625	4.00	4.00	3.85	3.85
11	7⅝	.60	6.6	Comb. Enter	225	8⅝	9⅛	8⅝	9⅛
13⅞	11¼	.80+*.20		Conduits Nat.	180	11½	12	11½	12
140	134½	2.00	1.4	Conf. Life	10	134½	140	140	140
165½	156			Do. Offered	nil	..	B165	..	165½
9	7⅝	.50	6.9	Cons. Bakeries	nil	..	B7½	A8	†7¼
95	.75		..	Cons. Div. Sec. A	100	†.60	.80	.80	.80
30	26	2.00	7.7	Do. Pref.	nil	..	B26	A30	26
..	..	*.25		Cons. Fire Ins.	nil	..	B5.00	A5.25	5.50
20⅜	17	.80+*.10		C. Min & Smelt	8247	18¼	18⅜	17¾	18

Range 1960 High	Low	Div. R'te $	Y'ld Oct.14 %	Company
88	73	2.40	3.0	Imper[illegible]
37	30	1.20	3.7	Imper[illegible]
12¾	11⅛	.50+*.17½		Imper[illegible]
6⅜	5¼	6%	3.7	Do.
42	31	*1.30	..	Indust[illegible]
47¼	39⅞	4.50	9.6	Do.[illegible]
95	78⅝	2.25	2.4	Do.
54	48	2.75	5.6	Do.
17	8½	..	..	Do.
6	4¾	.50	10.1	Ingers[illegible]
6.25	4.00	..	..	Inglis
10	10		..	Ingra[illegible]
12½	12	.60	4.8	Do.
21¼	16	$.60	.	Inland
2.30	1.00	..	..	Inland
6.37½	3.60		..	Inland
16	13¼	1.00	6.4	Do.
1.75	.90	..	..	Do.
4.00	2.80	*.06		Interi[illegible]
16	11½	.70	5.2	Inter.
23½	20⅝	1.50	6.8	Do.
56¼	46¾	1.50	3.1	Inter[illegible]
†10⅛	†9	..	..	Inter
†20	†16	1.20	7.5	Do.
130	83	▲*3.03¾+■		Int. P[illegible]
†83¼	†83¼	▲4.00		Do.
36¾	31	▲1.40+‡▲.15		Int. U[illegible]
43	38½	▲2.00	..	Do.
9⅜	5¼	$.65	..	Interp[illegible]
1.25	40	..	..	Do.
60	51⅞	*1.70+‡.25		Inter.
3.95	2.40	..	..	Interp[illegible]
40	37	2.40	6.5	Invest[illegible]
51	50	3.00	6.0	Do.
41½	32	*.75		Invest[illegible]



Dividends Declared

Company	This payment $	Date payable	*Date of record
Acadia Tr.	.50	Nov 30	Nov 30
Agnew-Surpass	.18	Dec. 1	Oct. 31
Alta. Gas Trunk Line pf.	1.5625	Nov. 15	Oct. 18
Alta-Pac-Cons. Oils	.03	Dec. 21	Nov. 30
Alg. Cent. & Hud. Bay Rlwy.	.25	Dec. 1	Nov. 15
Do 6% pf	.75	Dec. 1	Nov. 15
Aluminium Ltd.	†.15	Dec. 5	Nov. 4
Aluminum Co. 4% pf	.25	Dec. 1	Nov. 4
Do 4½% pf	.56	Nov. 30	Nov. 4
Anglo Cdn. Pulp & Pap pf	.70	Oct. 20	Sep. 30
Anglo-Cdn. Tel A	.30	Dec. 1	Nov. 10
Do $2.90 pf	.72	Nov. 1	Oct. 10
Do 4½% pf	.56¼	Nov. 1	Oct. 10
Anthes Imp. 5½% pf B	1.37½	Nov. 1	Oct. 18
Do 5½% pf A	1.37½	Nov. 1	Oct. 18
Argus Corp.	.25	Dec. 1	Oct. 20
Do $2.50 pf. ser. B	.62½	Nov. 1	Oct. 20
At-Wholesalers pf	.55	Dec. 1	Nov. 15
Atlas Steels	.25	Nov. 1	Oct. 3
Bk. of N. S.	.55+‡.10	Nov. 1	Sep. 30
G. E. Barbour A	.15	Nov. 1	Oct. 18
Bathurst Pwr. & Pap. A	.50	Dec. 1	Nov. 3
Belding Cort. pf.	.17½	Nov. 1	Sep 30
Bird Construct.	.60	Dec. 31	Dec. 15
Bowater Pap Corp.	♦.14	Oct 31	Sep 15
Bralorne-Pioneer M.	.10	Oct. 28	Oct. 7
B C Forest	.12½	Nov. 1	Oct. 7
B C Power	.35	Oct 15	Sep 23
B. C. Sugar Refin.	.25	Oct. 31	Oct. 17
B.C Tele. 6¼% pf	1.57	Dec. 15	Nov. 30
Do 6% 2nd pf	1.50	Nov. 1	Oct. 17
Do 4¾% pf	1.19	Oct. 15	Sep. 30
Do 4⅜% pf	1.10	Nov. 1	Oct. 17
Bullochs Ltd. A	.25	Nov. 1	Oct. 17
Do B	.17	Nov. 1	Oct. 17
Burns & Co.	.20	Oct. 29	Oct. 7
Butterfly Hose 7% pf.	3.50	Jan. 31	Dec 31
Campbell R.L.M.	.08¾	Oct. 28	Sep. 28
Can Elec	1.25	Oct. 31	Sep. 30
Can. Packers A	.87½	Apr. 1	Mar. 3
Do B	.87½	Apr. 1	Mar. 3
Cdn. Arena	2.00	Nov. 1	Oct. 1
Cdn. Bk. of Com.	.45	Nov. 1	Sep. 30
Cdn. Bronze	.37½	Nov. 1	Oct. 10
Do 5% pf.	1.25	Nov. 1	Oct. 10
Cdn. Canners A	.18¾	Jan. 2	Dec. 1
Cdn. Fairbanks-M. A	.17½	Dec. 1	Nov. 11
Do B	.15	Dec. 1	Nov. 11
Cdn Ind.	.10	Oct. 31	Sep 30
Cdn. Invest. Fd.	.10	Nov. 1	Oct. 14
Canafund	.55	Oct. 31	Sep. 30
Jas. B. Carter A	.30	Nov. 1	Oct. 15
Cassiar Asb.	10+‡.05	Oct. 28	Oct. 7
Cochrane-Dunlop Hdwre A	.20	Nov. 15	Oct. 31
Comb Enterprises	.15	Dec. 1	Nov. 1
Conduits Nat.	.20	Nov. 3	Oct. 24
Confed. Life Ass.	.50	Dec. 15	Dec. 1
Cons. Text. Mills pf	.50	Dec. 1	Nov. 10
Cons. Theat. A	.12	Dec. 1	Nov. 8
Do A	.12	Dec 1	Nov 8
Coronation Mtge.	.12½	Oct. 31	Oct. 14
Do pf	.50	Oct. 31	Oct. 14
Crown Cork	.75	Nov. 15	Oct. 14
Crown Zell. (Can.) 6% pf	3.00	Nov. 1	Oct. 21
Crow's Nest Pass	.30	Dec 2	Nov. 8
Crush Int. 6½% pf	1.62½	Nov. 1	Oct. 13
Denison Mines	.50	Dec 15	Nov 30
Det. & Can. Tunnel	†.25	Oct. 29	Oct. 19
Dickenson M.	■.05+‡.04	Dec. 19	Nov. 21
Dome Mines	.17½	Oct. 31	Sep. 30
Dom. & Anglo Inv. pf	1.25	Dec. 1	Nov. 14
Dom. Bridge	.20	Nov. 8	Oct. 14
Dom. Dairies 5% pf	.43	Jan. 14	Dec. 31
Do 5% pf	.44	Apr 15	Mar 31
Dom. Elect. Ind.	.10	Nov. 30	Nov. 15
Dom. Engineering	.50	Nov. 15	Oct. 31
Dom Fabrics	.15	Nov 1	Oct 15
Do pf	.37½	Nov. 1	Oct. 15
Dom. Glass	‡.60	Nov. 15	Oct. 28
Dom Life	.50	Dec. 31	Dec. 28
Dom. Oilcloth	.20	Oct. 31	Oct. 14
Dom Steel & Coal	.10	Nov. 1	Oct. 11
Dom Tar & Chem. com	.15	Nov 1	Oct. 1
Donnacona Pap.	.25	Oct. 31	Sep. 30
Du Pont of Can.	.10	Oct. 28	Sep. 30
East Koot-Pwr. pf	1.75	Dec 15	Nov 30
Emco Ltd.	.12½	Oct. 22	Sep. 22
Enamel & Heat. A	.12½	Oct. 31	Sep. 30
Equip. Finance pf	.15	Oct. 15	unstated
Fed Grain A & B	.35	Nov. 1	Oct. 19
Do $1.40 pf.	.35	Nov. 1	Oct. 19
Finlayson Enter. A	.40	Nov. 1	Oct. 17
Do B	.35	Nov. 1	Oct. 17
Ford Motor	†.75+‡.30	Dec. 1	Nov. 1
Fraser Cos	.30	Oct. 24	Sep 30
A J. Freiman pf	1.12½	Nov. 1	Oct. 21
Do com.	.25	Nov. 1	Oct. 21
Gen Bakeries	.10	Oct 27	Oct 13
Do	.10	Oct 27	Oct 13
Gen. Dynamics	†.25	Nov 10	Oct. 7
Gen. Elec	†.50	Oct. 25	Sep. 16
Gen Steel Wares	.10	Nov. 15	Oct 17
Do 5% pf	1.25	Nov. 1	Oct. 4
Globe Env	**.13	Nov 1	Oct 15
Goodyear Tire 4% p	.50	Oct. 31	Oct. 7
Grafton & Co A	.25	Dec 15	Nov 25
Gt. Nor. Gas Util.	.12½	Dec. 1	Nov. 22
Gt West Coal A	.12½	Nov. 15	Oct. 31
Growers Wine A	.10	Oct 29	Oct. 15
Gulf Oil	†.25+3% stk.	Dec. 6	Oct. 13
Ham Cotton 5% pf	1.25	Nov 15	Nov. 7
Hinde & Dauch	.45	Dec. 23	Nov 30
Holt Renfrew	.15	Nov. 1	Oct. 15
How-Smith	.30	Oct 31	Sep 30
Do pfd	.50	Oct 31	Sep 30
Hudson's Bay Co.	§2s+6d	Nov. 22	Oct. 31
Humberstone Shoe	.40	Nov. 15	Oct. 31
Imp Bank	.45	Nov. 1	Sep. 30
Do	†.30	Dec. 1	Oct. 31
Imp Invest. 6¼% pf	.31¼	Oct. 31	Oct. 14
Ingram & Bell pf	.15	Oct 30	Oct 15
Interior Brew. A	.12	Nov. 1	Oct. 10
Int. Paper	†.78¾	Dec. 12	Dec. 6
Do	2% stk. div.	Dec. 30	Dec. 6
Do 4% pf	†1.00	Dec. 12	Dec. 6
Int. Utilities	†.35	Dec. 1	Nov. 15
Do pfd	†.50	Dec. 1	Nov. 15
Investors Mut.	.10	Nov. 9	Oct. 31
Alf Lambert Inc. A	.20	Dec. 30	Dec. 16
Laurentide Accept A	.15	Oct 31	Oct 14
Laval Accept. 5% pf	.25	Nov. 1	unstated
Lido Biscuit	.80	Dec 31	
Loblaw Cos. A	.12½	Dec. 1	Nov. 2
Do B	.12½	Dec. 1	Nov 2
Do $2.40 pf.	.60	Dec. 1	Nov. 2
Do 1st pf. ser. A	.37½	Dec. 1	Nov. 2
Do 2nd pf.	.59	Dec. 1	Nov. 2
Do com.	.59	Dec. 1	Nov. 2
Loblaw Inc	†.10	Dec. 1	Nov. 18
M Loeb Ltd.	.10	Oct. 28	Oct. 14
Lower St. Lawr. Pow. 4½% pf.	.22½	Nov. 1	Oct. 18
W. M. Lowney	.25	Oct 14	Sep 15
Macleod's Ltd. 6% pf A	.30	Nov. 15	Oct. 31
Mailman Crp 5% pf.	1.25	Oct. 31	Oct 17
Man. & Sask. Coal A	.20	Dec. 1	Nov. 15
Do B	.20	Dec. 1	Nov. 15
Melchers Dist pf.	.30	Dec 31	Nov 30
McCabe Grain	.32½	Nov. 1	Oct. 15
McIntyre Porc. M.	.25	Dec. 1	Nov. 1
Minn & Ont. Pap.	†.40	Nov. 1	Sep. 30
Mt Royal Rice	.25	Oct. 31	Oct. 15
Mut. Accum. Fd.	.0565		Sep. 30
Nat. Lead 6% pf	†1.50	Nov. 1	Oct. 7
Nat Life 100% pf	.20	Nov 1	Oct 25
Neon Prod of Can	.15	Oct 21	Sep 30
Nor Am Fd.	.06	Oct. 31	Sep 30
Nor. Que Pwr.	.40	Oct 25	Sep 30
Northland Util.	.35	Nov. 1	Oct. 14
Northwest Util. 4% pf	1.00	Nov. 1	Oct. 18
Ont Steel Prod.	.25	Nov 15	Oct. 14
Do. 7% pf	1.75	Nov 15	Oct 14
Oshawa Whol A	.10	Oct. 20	Sep. 20
Overland Ex. pf	.15	Oct. 31	Oct. 14
Parker Drill.	.20	Nov. 1	Oct. 15
Penmans Ltd.	.45	Nov. 15	Oct. 18
Do pf	1.50	Nov. 1	Oct. 4
Peoples Cred. Jew.	.15	Nov. 15	Oct. 31
Price Bros.	.50	Nov. 1	Oct. 7
Provincial Bk.	.30+‡.25	Nov. 2	Oct. 14
Que Pwr	.40	Nov. 25	Oct. 14
Quinte Milk A	.15	Nov. 1	Oct. 24
Rapid Grip 6% pf.	1.50	Jan. 1	Dec 14
Reitman's	.10	Nov. 1	Oct 15
Do A	.10	Nov. 1	Oct. 15
Reynolds Alum. 1st pf	1.18	Nov. 1	Oct. 1
Royal Trust	.35	Nov. 1	Oct. 20
St. Lawr. Corp.	.25	Oct. 25	Sep. 23
Do 5% pf	1.25	Oct. 25	Sep. 23
St. Lawrence Cred. pf A	.15	Jan. 15	Dec. 31
Do B	.15	Nov. 1	Oct. 13
Salada-Shirriff-Hor.	.06	Dec. 15	Nov. 24
Scarfe & Co. A	.20	Nov. 1	Oct 15
Shaw, W. & P.	.20	Nov. 25	Oct 14
Do A	.33½	Nov. 15	Oct. 19
Sheraton Corp.	†.15	Nov. 1	Sep. 30
Sherbrooke Tr.	2.50	Nov. 1	Oct. 15
Sherritt Gord	.15	Dec 1	Nov 9
Sidney Roof A	.22½	Nov. 1	Oct. 15
Silverwood Dair. A	.15	Jan. 2	Nov. 30
Do B	.15	Jan. 2	Nov 30
T. S. Simms pf	.25	Nov. 1	Oct. 15
N. Slater	.30	Nov. 1	Oct. 7
Southam Co.	.20	Dec. 28	Dec. 14
So-Can. Pwr	.62½	Nov 15	Oct 20
Stand. Fuel pf.	.56¼	Nov. 1	Oct. 14
Stanley Brock A	.15	Nov. 1	Oct. 12
Do B	.10	Nov. 1	Oct. 12
Steel Co of Can.	.60	Nov. 1	Oct. 3
Steetley of Can. pf	1.12½	Jan. 13	Dec. 31
Steinberg's 5¼% pf A	1.31	Nov. 15	Oct. 25
Texaco Can. Ltd. 4% pf	1.00	Oct 20	Sep 30
Do Com	.40	Nov. 30	Oct. 31
Tor-Dom Bk	.47½+‡.10	Nov. 1	Sep 30
Trans Can. Corp. Fd.	.25	Jan. 4	Dec. 19
Union Accept. 6¼% pf.	.78½	Nov. 1	Oct 14
Union Gas	.12½	Nov. 1	Oct 7
Un Keno Hill M.	.10	Oct. 21	Sep 30
Universal Controls	†.07½	Oct 31	Oct 14
Vandry Inc. A	.10	Dec. 31	Dec. 15
Volcano Ltd. A	.32½	Nov. 1	Oct. 15
Westminster Pap.	.17½	Oct. 31	Oct. 7
Woodward Sts. A	.20	Oct. 31	Oct. 8
Zeller's Ltd	.35	Nov. 1	Oct. 1
Do pf	.56¼	Nov. 1	Oct. 1

■—Initial
†—U. S. funds. ‡ Extra
♦—Less British inc. tax.
*—The ex-dividend date is usually at least two full business days prior to the record date.
**—First foll. pub. distrib. of stk.
§—Of which 2s is subject to U. K. inc. tax deducted at source; & 6d from land acct. is not so taxable.

Where there have been no transactions during the week covered, the word "nil" is shown under sales and the quotations shown are the bid, ask, and last sale price, instead of high, low, and close

(Continued on Page 45)

Mining Stocks

WEEK ENDED OCTOBER 14, 1960

Range 1960 High	Low	Company & Dividend ($)	♦Sales	Last Oct. 7	Week Ending Oct. 14 High	Low	Close or latest
.40	.16	Abacus	8774	.16	.18	.16	.18
.11½	.06	Acadia Ur.	10000	.06	.06	.06	.06
.06½	.03	Ad Astra	nil	..	..	..	.04
4.00	2.60	Advocate	23311	3.80	3.85	3.65	3.75
.15	.11	Agassiz	nil	..	B.10	..	.12
.78	.48	Agnico *.06	500	.56	.57	.57	.57
.45	.34	Akaitcho	6600	.45	.44	.40	.40
.07½	.03½	Alba	4200	.04	.04	.03½	.04
.20	.06	Aiscope	2500	.06½	.06½	.06½	.06½
.26	.16½	Amal Lard.	7000	22	.24	.20	.21
.11	.06½	Amal R M	19305	.07½	.07½	.06½	.06½
.04	.02	Amer m	500	.02	.02	.02	.02
.65	.36	Am.-Neph. 1.04	3000	.41	.41	.41	.41
.90	.31	Anacon	3399	.33	.36	.34	.36

Range 1960 High	Low	Company & Dividend ($)	♦Sales	Last Oct. 7	Week Ending Oct. 14 High	Low	Close or latest
.40	.23	Headway	15100	.31	.33	.31	.32
.08	.04	Heath	15000	.05	.05½	.05	.05
1.80	1.33	Hign.-Bell *.10	1200	1.40	1.42	1.37	1.42
		Hollinger					
29.87½	19.25	.24+*.21	3818	20.23	20.00	19.62½	19.62½
3.25	2.31	Howey Cons.	1800	2.65	2.65	2.50	2.50
4.90	2.90	Hoyle	500	3.95	3.90	3.90	3.90
51.75	43.00	Hud. Bay 3.00	3425	44.50	44.75	43.75	44.50
.12	.06½	Hugh-Pam	2000	.07½	.07	.07	.07
.42	.24	Hydra Ex	7810	.30	30	.24½	.27

I, J, K, L

Range 1960 High	Low	Company & Dividend ($)	♦Sales	Last Oct. 7	Week Ending Oct. 14 High	Low	Close or latest
.50	.25	Inspiration	7000	.31	.30½	.30	.30
.30	.08½	Int. Ceramic	2500	.10	.11	.10	.10
.13½	.05½	Int. Moiyd'm	3100	.06	.06½	.05½	.05½
56.25	46.75	Int. Nickel 1.50	9566	48.00	48.37½	47.37½	48.25
1.75	.68	Irish Cop.	24150	.74	.79	.68	.78
2.20	1.45	Iron Bay	1500	1.50	1.55	1.50	1.55

Bid and Ask quotes of Toronto and Montreal exchanges up to press time are published on page 43

Range 1960 High	Low	Company & Dividend ($)	♦Sales	Last Oct. 7	Week Ending Oct. 14 High	Low	Close or latest
.50	.17	Silbak Prem.	8600	.41	.43	.39	.41
.43	.23	Silver M.	3464	.26	.28	.27	.27½
.07	.02½	Silver R.	500	03	.02½	.02½	.02½
.32	.16½	Silver Stand.	8500	.23	.23	.21½	.23
1.09	.79	Siscoe §.04½	6275	1.01	1.02	1.00	1.01
.07	.02½	Skeena	nil	...	B.02	A.04	.03
.33	.08	South-Duf.	24000	.19	.18	.15	.16
.12	.04	Stand. G.	2000	.07	.06	.06	.06
.56	.12½	Stanrock	10455	.35	.33	.32	.32
.01	.00½	Star Lake	nil	...	B.00¼	A.02	.01
2.25	1.15	Star Land Ex.	nil	...	B1.50	A1.90	1.50
.07	.03½	Starrat O	6800	.04½	.04½	.04½	.04½
.06	.03	Steeloy	nil	...	B.03½	A.05	.05

Oil Stocks

Range 1960 High	Low	Company & Dividend ($)	♦Sales	Last Oct. 7	Week Ending Oct. 14 High	Low	Close or latest
12.62½	8.00	Cdn. Sup.	2685	8.85	8.75	8.40	8.45
1.25	.31	Cdn. Wil'ston	nil	...	....	A.55	.31
.30	.30	Carleton	300	...	.30	.30	.30
.17	.10½	Castle O.	1000	.13	.12½	.12½	.12½
		Cent. Del Rio					
6.70	4.00	♦♦*.10	9365	5.75	5.80	5.55	5.80
1.30	.70	Charter	nil	...	B.78	A.80	.80
.16	.10½	Claybar	1800	.11	.11	†.10	.11
.60	.50	Command	10	†.62½	.60	.60	.60
.19½	.05	Commercial	3000	.06	.07	.06½	.06½
1.50	1.00	Commoil	nil	...	B1.30	....	1.15
2.65	2.10	Common P.	1500	2.22	2.15	2.10	2.10

Range 1960 High	Low	Company & Dividend ($)	♦Sales	Last Oct. 7	Week Ending Oct. 14 High	Low	Close or latest
1.55	.72	W. Decalta	2350	.92	.97	.91	.91
3.50	3.15	W. L'holds	nil	...	B3.15	A3.95	3.15
.55	.20	W. Naco	7275	.23	.25	.20	.20
.09⅛	.04	W. Warner	250	.05	.04	.04	.04
.06	.02	Y'ke Can	26000	.03½	.04	.03½	.03½

♦U. S. funds. ♦♦Initial. †Less than board lot. ♦When shown nil the figures are bid, asked and latest sale. *Paid or declared in 1960. §Paid in 1959. ‡Extra paid in 1959, shown for record purposes only, does not necessarily apply to 1960 dividend rate or payments. •After partial assets distribution. †Dividend action deferred. ▪Stock dividend. ††Dividend deferred. §§Capital distribution. ‡‡Following stock split.

CONTRACT AWARDED

From Our Own Correspondent

FREDERICTON — **Diamond Construction (1955) Ltd.** has been awarded a $346,500 University of New Brunswick contract for construction of a dining hall to accommodate 400 students.

Worth Noting

Financing agreements and changes in financing deals, major changes in capital, filing statements are listed as reported by the Toronto and Montreal exchanges, Ontario Securities Commission.

TRIBAG MINING terminating agreement with **Rand Malartic Mines** on claims of 644 acres in Malartic area, Que.

MURRAY MINING CORP. issuing 100,000 shares to president Murray Watts for securing for company exploration license covering Quebec asbestos showing; 90% held in escrow.

SAND RIVER GOLD MINING terminating agreement with **Beneventum Mining** to acquire 46 claims in NWT.

LA LUZ MINES terminating option granted president for balance of 10,000 shares at $3.25.

VESPAR MINES extending option to **Denison Mines** for three months following payment received for half of 100,000 share instalment, at 35c per share.

CANADIAN NORTHWEST MINES & OILS sold on market 61,000 shares of **Bateman Bay Mining** for $5,785.

BABIS YUKON MINES sold on market 70,000 shares **Bateman Bay Mining** for $13,693.

LENCOURT GOLD MINES releasing 400,000 escrowed shares. Balance in escrow: 36,000 shares.

WASAMAC MINES trading on TSE following removal of **Laka Wasa Mining** shares and exchange, one Wasamac share for three Lake Wasa.

Industrial Stocks

(CONTINUED FROM PAGE 44)

High	Low	Divd.	Yield	Company	Sales	Last	High	Low	Close
2.45	1.30	..	..	Wainwright	200	1.50	1.60	1.60	1.60
38⅜	33¼	1.40+*.35		Walker-Good	8653	35¼	35¼	34¾	35
6.00	4.00	§.10	..	Waterous Eqpt.	300	4.50	4.65	4.50	4.65
3.50	2.50	..	..	Webb & Knapp	2801	2.85	3.00	2.65	3.00
..	..	*4.00	..	Wellington Fire	nil	..	..	..	70
†.25	†.25	..	..	Wesley Mason Pfd.	nil	..	B.45	..	†.25
17⅜	10	*.55	..	Westeel	950	10½	10¾	10½	10½
32¾	32½	1.20	3.7	West. Can. Brew	57	32½	32½	32½	32½
8	6⅛	.30	4.7	West. Can. Steel	100	6⅜	6⅜	6⅜	6⅜
3.60	2.00	..	..	West Copper	25	2.00	2.00	2.00	2.00
1.35	.45	..	..	Do. Warr.	120	.45	.49	†.40	.49
38½	32	2.00	5.7	West Grocers A	100	37	36½	35	35
28½	24⅞	1.40	5.4	Do. Pref.	nil	..	B26	A27	26
130	130	7.00	6.1	West Koot. Pref.	nil	..	..	..	†115
16¼	9	*.60	..	West Plywood B	100	9	9¾	9¾	9¾
38¼	31¼	70+*.10		Westminster P.	201	36	36	35	36
38⅛	29	.70	1.9	Weston G. A	3982	36¾	37⅞	36	37
38¾	28½	.70	1.8	Do (B)	1612	36¼	38	36¾	38
92⅛	82	4.50	4.9	Do. 4½% Pref.	45	92	†92¼	91½	†92¼
16⅛	10			Do. A Warr.	2850	13¾	14	13½	13½
107	100	6.00	5.7	Do. 6% Pref.	30	104	106	105½	106
33	25⅞	2.80	14.0	White Hard Pfd.	5	†20⅛	†20	†20	†20
7½	6	*.20	..	White Pass Yukon	10	6	6⅜	6⅜	6⅜
..	..	*2.00	..	Willson Stat.	nil	..	B43	..	43¾
28	26	§▪	..	Windsor Hotel	nil	..	..	..	26
590	525	..	..	Wpg. Win. Club.	nil	..	..	..	525
5.00	4.25	.30	6.3	Wood Alex.	425	4.75	4.80	4.80	4.80
92⅞	92⅞	5.50	5.9	Wood, G.H. 5½%Pf.	nil	..	B93	..	†94
29	23¾	1.60	6.8	Wood J A	25	†23½	†23½	†23½	†23½
85	81½	4.50	5.5	Do. Pref.	20	81½	81½	81½	81½
..	..	..	..	Woodford A	nil	..	B.50	..	.50
..	..	..	..	Do. (B)	nil	..	B.10	..	10
37	35	*▪		Woods Mfg.	40	35	35	35	35
19⅞	14⅛	.80	5.3	Woodward A	1250	14¾	13	14½	15
8.25	4.75		..	Do. Warr.	770	5.00	5.05	4.95	4.95
11	8½	.60	7.1	Wool Combing	nil	..	B6	A9½	8½
2.75	1.00			York Knitting A	nil	..	B1.30	A1.80	1.35
.27	15	..	..	Do. (B)	nil	..	B.17	A.50	.17
37	31½	1.40	4.0	Zellers	10	34	34¾	34¾	34¾
47	41½	2.25	4.8	Do. 4½% Pref.	100	47	47	47	47
3.00	2.30	.16	6.8	Zenith	850	2.35	2.35	2.30	2.35

♦U S funds ♦♦Participating divd ††Dividend action deferred ▪Stock divd ♦♦Initial †Less than board lot ♦Note When sales show nil the figures are bid, ask and latest sale ‡Extra paid in 1959, shown for record purposes only, does not necessarily apply to 1960 dividend rate of payments. ▪▪On arrears ♦Paid on arrears ††Paid or declared after stock split. §Paid in 1959. *Paid or declared in 1960. ‡‡Includes participating dividend ♦♦On redemption.

Company Reports

Metal Products

HAHN BRASS LTD., New Hamburg, Ont., net profit of $191,309 for year ended June 30, 1960, was 9.9% higher than $174,059 of previous year.

Sales set a new record.

Directors believe that volume of sales and profits can be maintained in the current year, although increased production costs and keen foreign and domestic competition are problems of constant concern, President L. W. Hahn states.

Company's plant operated at a high level. Aluminum die casting equipment and plastic injection molding equipment were purchased and installed to further develop product diversification. A new line of oscillating lawn sprinklers is now being manufactured and introduced to dealers across Canada in readiness for 1961 summer business. Additional products are being engineered and developed.

In past fiscal year, all the 20,000 second preference shares, $10 par, were redeemed for $200,000 cash, and 270 first preference shares were purchased in the open market and cancelled. The 50,000 common shares were sub-divided on a two-new-for-one basis. Subsequently, rights were issued to common shareholders entitling purchase of one additional share at $10 for each 10 held. All were taken up and paid for.

INCOME ACCOUNT

Years Ended June 30:	1960	1959
Net earnings	$481,990	$458,479
Less: Deprec.	76,351	87,091
Taxes	214,330	197,329
Net profit	191,309	174,059
Less: Pref. divds.	33,163	22,750
Cl. A divds.	......	6,000
Common	33,000	12,500
Surplus for year	125,146	132,809
Earnings per Share and Dividend Record:		
5% 1st Pref.	$6.43	$5.80
Paid	0.90	†0.67½
5% 2nd Pref.▲	......	7.39
Paid	0.31¼	†0.25
Class A§: Paid	......	0.20+stk.*
Common (new‡)	1.43	......
Paid	0.30	......
Common (old)	......	2.90
Paid	......	0.25+stk.♦

*One 5% 1st pref. sh. for each Cl. A sh. held.
♦One 5% 2nd pref. sh. for each 5 shs. held, paid Feb. 3 and July 1, 1959.
†Including initial.
§Cancelled in 1959.
‡Following 2-for-1 split, Dec. 3, 1959.
▲Redeemed 1960.

Shares o/s as at June 30:		
5% 1st Pref., $18 par	29,730	30,000
5% 2nd Pref., $10 par	......	20,000
Common, n.p.v.	▪110,000	50,000

▪New stock, following 2-for-1 split, Dec. 3, 1959.

CONDENSED BALANCE SHEET

As at June 30:	1960	1959
Cash	$4,068	$39,880
Mkt. secs.	169,710	169,710
Life ins., c.s.v.	14,973	13,460
Accts., etc., rec.	437,747	422,577
Inventory	452,554	377,253
Prep. exp.	7,749	6,032
Total curr. assets	1,086,801	1,028,912
Mortgage rec.	19,563	......
Fixed assets§	509,141	691,525
Total assets	1,615,505	1,720,437
Accts. & taxes pay.	343,056	346,699
Divds. pay.	23,189	8,000
Total curr. liab.	366,245	354,699
Capital stock	650,140	755,000
Capital surplus	729	......
Appraisal surplus	......	424,681
Earned surplus	598,391	186,057
§After depr. of	594,601	644,978
Working capital	720,556	674,213

Grain

MIDLAND & PACIFIC GRAIN CORP., Calgary, net profit for year ended July 31, 1960, was $100,467, up 1.1% over previous year's $99,326.

Profits from grain elevators and feed mills have been well maintained despite many operating difficulties, President C. W. Roenisch reports.

Investment income has continued at a satisfactory level. Market value of investments as of July 31, 1960, showed a considerable decline from the previous year. Since date of the balance sheet market value has increased.

INCOME ACCOUNT

Years ended July 31:	1960	1959
Net earnings	$119,380	$122,047
Less: Depr.	14,622	17,274
Income tax*	4,291	5,477
Net profit	100,467	99,326
Divds.	100,000	100,000
Surplus for year	467	†674

†Deficit
*Net, after $3,118 in 1958, $2,807 in 1959, and $2,525 in 1960, portion provided in prior year and set up as deferred liability.

Earnings per Share and Dividend Record:		
Common	$1.00	$0.99
Paid	1.00	1.00+stk.♦

♦Stock divd. of 4 pref. shs. for each com. sh. held paid Aug. 15, 1958, and subsequently redeemed.

Shares o/s at July 31:		
Common, n.p.v.	100,000	100,000

CONDENSED BALANCE SHEET

As at July 31:	1960	1959
Cash	$21,859	......
Accts. rec. less res.	54,941	47,149
Inventories	213,913	211,763
Prepaid exps.	13,909	4,140
Total curr. assets	304,622	263,052
Marketable secs.†	1,804,930	1,748,340
Notes rec.	550,000	550,000
Other assets	45,253	46,333
Fixed assets*	96,943	110,487
Total assets	2,801,748	2,718,212
Due bank	......	19,895
Accts., etc., pay.	197,685	119,351
Taxes payable	25,879	25,489
Total curr. liabs.	223,564	164,735
Deferred liabs.	22,733	25,259
Capital stock	100,000	100,000
Earned surplus	2,055,451	2,028,218
Cap. red. res.°	400,000	400,000
†Market value	1,842,666	2,004,624
*After depr. of	211,875	197,203
°Trans. from earned surplus.		
Working capital	81,058	98,317

Vancouver Unlisted Quotations

Supplied by Continental Investment Corporation Ltd., Vancouver, B.C. Oct. 14, 1960

INDUSTRIALS		
B. C. Sugar	31.00	31.75
Centennial Mortgage	1.85	1.95
Kitimat Hotel	1.20	1.50
National Forest Products	1.20	1.50
Pacific Western Airlines	1.40	1.65
Johnson Terminals	8.00	8.75
Vectoll Investments	.18	.23
MINES & OILS		
Anglo Pacific	.08	.12
Alamos	.07	.10
Bridge River United	.12	.15
Bethsaida	.03	.06
Columbia Explorations	.43	.47
Centennial Mines	.10	.15
Crown Silver	.03	.05
Copper Mountain Mining	.25	.35
Earlcrest	.50	.60
Hurley River	.03	.08
Jericho Mines	.06	.10
Midland Pete	.06	.08
Minex Development	.02	.04
Mt. Washington Copper	.40	.42
New Wellington Mines	.55	.58
Northern Gem	.05	.10
Peel Resources	.17	.22
Privateer	.11	.14
Salmo Prince	.02	.04
Sileurion Chief	.05	.07
Silver Butte	.12	.15
Sunloch	.35	.45
Trans Western Oils	.07	.09
Tom-Bac Mines	.05	.10
Taiga Mines	.20	.25
Tofino	.02	.04
Vimy Explorations	.03	.05
Westcoast Resources	.05	.10
Yankee Dundee	.04	.08
Yreka Mines	.45	.55

Company Meetings

Date	Company	Place
Oct. 20	Tache Lake Mines	Montreal
Oct. 26	Chromium Min. & Smelt.	Montreal
Oct. 26	Jacobus Mining Corp.	Toronto
Oct. 26	Walter M. Lowney Co.	Montreal
Oct. 26	Scarfe Petroleums Ltd.	Calgary
Oct. 26	Western Naco Pet. Ltd.	Calgary
Oct. 27	Fanny Farmer	Rochester, N.Y.
Oct. 27	Mussens Canada Ltd.	Montreal
Oct. 27	Thorncliffe Park Ltd	Leaside, Ont.
Oct. 28	Alberta Pac. Cons. Oils	Calgary
Oct. 28	Que. Nat. Gas	St. Laurent, P.Q.
Oct. 28	Security Freehold Pet.	Winnipeg
Oct. 28	Thompson-Lundmark G.M.	Toronto
Oct. 31	Canada So. Pet	Calgary
Oct. 31	Marigold Oils Ltd.	Calgary
Nov. 2	Buffalo Ank. G.M.	Toronto
Nov. 2	Cdn. Food Products Ltd.	Toronto
Nov. 2	Hahn Brass Ltd.	New Hamburg, Ont.
Nov. 5	Paymaster Cons. Mines	South Porcupine, Ont.
Nov. 9	Melchers Distilleries Ltd.	Montreal
Dec. 9	Hiram Walker, Good. & Worts	Walkerville, Ont.
Jan. 4	Calalta Pet. Ltd.	Calgary
Jan. 4	Phillips Oil Co.	Calgary

New Highs & Lows

In the week ended October 15, 14 new highs and 22 new lows were registered by general stocks listed on Canadian stock exchanges. In the mining group there were two new highs and 31 new lows. Western oils had one new high, 13 new lows.

GENERAL

NEW HIGHS — 1960

Albt. Gas 'A' warr.
Ang. Can. Tel. 5% pfd.
Bowater Pap. rts.
C. & D. Sugar
Can. Machine
Con. Life
Gt. North Gas
$2.80 pfd.
Hardee Farms pfd.
Mont. Trust
North Que. Pwr. pfd.
Oshawa Wh. 'A'
Overland Exp. pfd.
Sup. Propane pfd.
Texaco Can. pfd.

NEW LOWS — 1960

Canada Bread
Cdn. Br. Al. warr. 'B'
Cdn. Bronze
Cdn. Pacific
B. J. Coghlin
Dom. Oilcloth
Fruehauf Tr.
Grafton 'A'
Gt. West. Coal 'B'
Ingersoll Mach. 'A'
Invest. Foundation
LaFarge Cem. warr.
Man. & Sask. 'A'
Mexican Lt.
Mid. Pac. Grain
Neon Prod.
Okan. Helicopters
Premier Stl.
President Elec.
St. Paving
United Principal
Zenith

MINING

NEW HIGHS — 1960

Cons. Vauze
St. Lawr. Col.

NEW LOWS — 1960

Bellechasse
Black Bay
Campbell Chib. warr.
Cdn. Malartic
Can. Erin
Canorama
Chib. Min.
Copper Rand
Cusco
Daering
Frobisher
Irish Copper
Jellicoe
Maritimes
McMarmac
Merrill Is.
Min. Ore
New Hosco
Nickel M. & S.
Ormsby
Osisko
Peerless
Radiore
Rainville
Roberval
Silver R.
Steep Rock
Sturgeon Riv.
Torwest
Vanguard
Willroy

OILS

NEW HIGHS — 1960

Albt. P. Cons.

NEW LOWS — 1960

Calvert.
Can. Oil Land warr.
Cons. Dragon
Devon Palmer
Midcon
Place Gas
Ranchmen's Oil
Ranger
Royalite
Spooner
Tidal
West. Cdn. O. & G.
West. Naco

A Matter of Facts

Write or telephone for a complimentary copy.

Investors will find in our Monthly Bulletin a reliable and factual guide to investment planning. Each issue contains carefully prepared reports on subjects of wide ranging interest, which will be of help to the most discriminating investor.

October Contents

- Report on Oil
- Imperial Oil Limited
- Portfolio for Income
- Investment Review

Please send me a copy of your current Monthly Bulletin

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Ross, Knowles & Co. Ltd.

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Telephone: EMpire 8-1701

Ore News Due Early in '61 At Discovery

First news on underground developments at **Consolidated Discovery Yellowknife Mines** should be available early in 1961, J. C. Byrne, president and managing director, reports.

Shaft sinking started last May will be completed this month with four new levels established at 3,500, 3,650, 3,800 and 3,950 ft. Lateral development work will get under way next month.

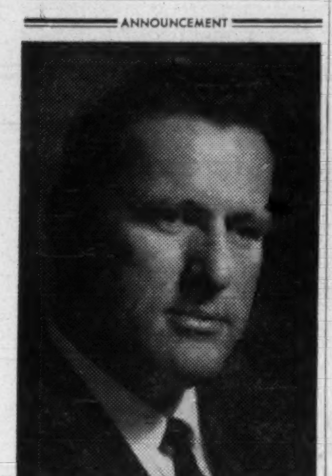
In the first nine months of the year, the Yellowknife area gold producer had a net profit of $634,005 ($660,241 in previous year).

Mr. Byrne notes that with a 12c dividend payable Dec. 1, total dividend payments since start in June 1954 will be $4,118,764 or $1.50 a share. Dividends of 24c a share for 1960 are the same as in 1959.

With development work confined to shaft-sinking, all mill feed has come from stopes and averaged 1.58 oz. a ton, up from the ore reserve grade of 1.42 oz.

	First 9 Months 1960	1959
Tons milled	39,262	38,223
Gold oz.	61,897	61,733
Production value	$2,125,255	$2,093,315
Profit after taxes	787,005	810,241
Outside exploration	153,000	150,000
Net profit	$634,005	$660,241
Per share	23c	24c

ANNOUNCEMENT



M. R. MALLORY

The appointment of Malcolm R. Mallory to be Manager Ophthalmic Sales and Distribution is announced by American Optical Company Canada Limited.

Prior to becoming associated with the Company on July 1st, 1960 he was General Manager of the Pillofoam Division of Dunlop Canada Limited. Mr. Mallory was born in Saskatchewan and attended school in Cobourg, Ontario, later attending the University of Toronto and Columbia University.

Mr. Mallory will formulate and administer marketing policies for the Company's Ophthalmic Products including eye-wear, scientific instruments and a wide range of optical products. These are distributed through a coast to coast Branch Organization to more than 2,000 professional practitioners serving the public and industry in every Province.

TORONTO TRANSIT COMMISSION TENDER

RAIL BRACES, CLIPS AND WASHERS FOR BLOOR-DANFORTH-UNIVERSITY-SUBWAY

Sealed tenders on the Commission's Form of Tender are invited for the supply of approximately 1,560 RAIL BRACES, 60 END INCLINES, 1,550 RAIL CLIPS and 100,800 WASHERS.

Details, specifications and Form of Tender may be obtained and specimens may be inspected in the Commission's Offices, 1130 Bathurst Street, Toronto, on or after Thursday, October 20th, 1960.

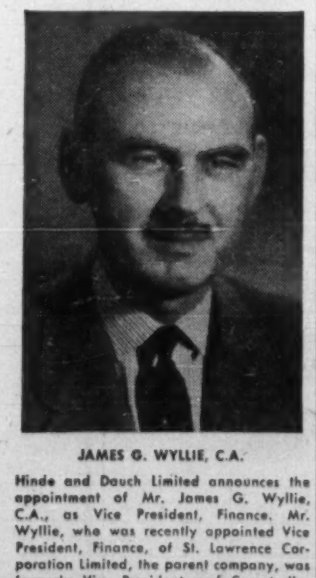
Sealed Tenders, in the Commission's Envelope, should be addressed to The General Secretary, Toronto Transit Commission, 1900 Yonge Street, Toronto 7, Ontario and must be delivered to the above address not later than 4:00 P.M. Toronto Time on Monday, November 7th, 1960.

The lowest or any tender not necessarily accepted.

H. E. PETTETT,
GENERAL SECRETARY,
TORONTO TRANSIT COMMISSION.

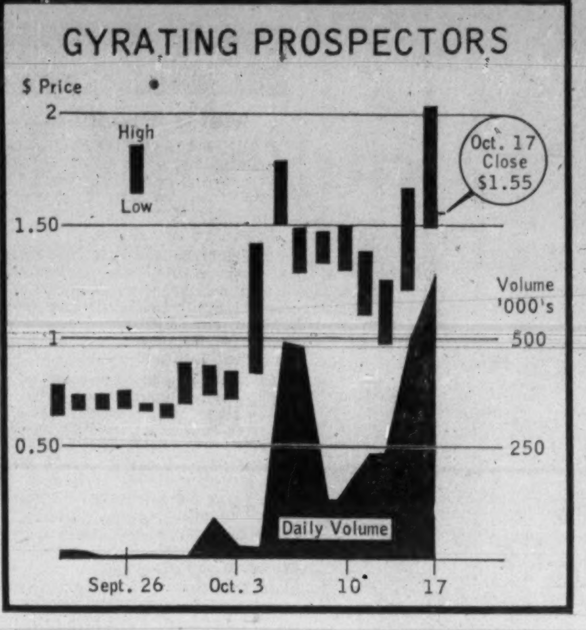
ANNOUNCEMENT

HINDE AND DAUCH APPOINTMENT



JAMES G. WYLLIE, C.A.

Hinde and Dauch Limited announces the appointment of Mr. James G. Wyllie, C.A., as Vice President, Finance. Mr. Wyllie, who was recently appointed Vice President, Finance, of St. Lawrence Corporation Limited, the parent company, was formerly Vice President and Comptroller of Canada Steamship Lines Limited. Prior to this he was Assistant General Manager and a Director of Bowaters Newfoundland Pulp and Paper Mills Limited as well as Secretary Treasurer of Bowater Corp. of North America Limited. Before going to Bowaters Mr. Wyllie was Assistant to the Vice President and Treasurer, Canadian Industries Limited.



TSE Prices and Share Volume

GYRATING Prospectors Airways, still drilling its Quebec copper find, bounces violently with share turnover running at more than 600,000 shares and the price at $1.59 at mid-week. Rights to shareholders on one-for-two basis are planned.

Taking Stock

What's going on in the mining and oil markets — the facts and rumors.

By FRANK KAPLAN

PROSPECTORS AIRWAYS continues to be the traders' delight as it swings to $2.05 high in heavy turnover, then drops back to $1.59 level on expected financing. R. V. (Dick) Porritt, top official in the Noranda organization, and vice-president of Prospectors, fills in details for President W. S. (Bill) Row, goose-hunting in Alberta.

Shareholders of record Oct. 28 will have the right to subscribe to one additional share at $1 for every two shares held. Rights expire Nov. 18. These additional shares are not being offered to U. S. holders. Prospectors has 1,140,000 shares outstanding (48% held by **Anglo Huronian**).

Newest drilling results include copper in a vertical hole 100 ft. east of previous work (**FP**, Oct. 15). The first angled hole to check width showed one 65-ft. section still being assayed which may be of ore grade. The vertical hole results: From 303.5 to 336.0 ft., 2.9% copper; from 376.4 to 400.0, 2.6%; from 433.3 to 454.1, 3.61%; from 490.0 to 505.8, 2.01%.

HOOKING ON THE PUBLIC INTEREST in the work being done by Prospectors, long-dormant **Zulapa Mining** is rumored to have picked up a nearby property. Zulapa bounces to 33c from 17c. Price range in the last three years has been held between 12c and 35c. If drill holes continue good from the Prospectors—**Kerr Addison-Camp Bird** property, there likely will be other location "bets" popping up among penny issues.

Still among the copper mines, Manitouwadge area producer **Willroy Mines** flurries to $1.32 from around $1. Talk is that first drilling on the ninth level held out the possibility that the orebody may be widening. More work is necessary for an accurate picture.

* * *

Some brighter hopes and anticipations among uraniums. Strength has been apparent recently in several leaders. **Gunnar** at $7.35 has come back from a recent $7.70 but is up from $6.80. **Denison** reports a 16% rise in profits in the first nine months with the stock ahead at $9.25 from recent $9. **Faraday** profits up 70% with the stock steady at 81c.

Former producer **Lorado Uranium** bounces briskly to 57c from 48c with street speculation that a capital distribution of 75c will be made when the company gets enough money from sale of its uranium contract. Idea could be to shake out some tax-free money for large holders that might otherwise be taxable if they sold their shares. Air could be cleared at an Oct. 28 Lorado meeting. **Canadian Dyno** is believed to hold a substantial block, trades up to 60c from 53c. **Mogul** is interested in Dyno, firms to 91c from 81c.

Official confirmation of the go-ahead decision on **Advocate Mines** asbestos property in Newfoundland has had all the impact of a damp firecracker on the stock. The shares at $3.65 are down from $3.75 at the end of the month. There was a brief burst of activity as the price climbs briefly to $3.85. The decision had been expected, but there is no mention of size of the processing plant. The financing group will be cleaning up details before the end of the year with the plant likely to be at least 3,000 tons.

It looks as though the deal mentioned in the **Buffalo-Ankerite** annual report hasn't materialized. Notice of the delayed annual meeting (delayed because of negotiations) looks routine with no suggestion of any special proposal. Meeting is Nov. 2. Buffalo Ankerite shares at $1.35, slip back from recent $1.50.

Can-Erin shareholders are to consider settlement proposals of litigation involving a management contract. After three years' drilling, efforts should climax in three months on the Irish Republic's century-old Mountain mine. The shares hold steady at 53c.

ON THE OIL AND GAS FRONT—the big battle between independent and internationally-owned oil companies for the favors of the federal government seems to be largely ignored by the stock market.

Alberta Pacific Consolidated is the main feature among lower-priced issues as it bumps ahead to 60c in expanding volume. A few weeks ago, just as a proxy fight was to get under way, the shares were trading at 36c.

Calgary & Edmonton gets into the Arctic Island play with a 700,000 acre acquisition. The big landholder trades at $14¼, off slightly from $14¾ at the end of September.

With winter about to set in and stop offshore drilling work on Lake Erie, **Consolidated West Petroleum** dips to $2.80 from $3.45.

Lots More Stakers But Fewer Claims

Ontario's mining license offices have so far this year been twice as busy as they were last year — but stakers who took out the licenses have recorded considerably fewer claims.

To the end of September, 5,495 licenses were issued or renewed.

Yet only 13,402 claims were recorded in the Department of Mines' 14 divisional offices, compared to 1959's 21,213 claims after 2,397 licenses were granted.

Cinci-Porcupine May Sell Claims

Cincinnati - Porcupine Mines proposes sale of its Cochrane area patented claims to **Preston Mines** for $25,000.

Company will be wound up. Distribution of 1c per share is expected to be made.

Cincinnati spent over $175,000 on exploration and development over a period of several years, but failed to uncover ore of commercial value.

PACKAGED ICE

Lake Simcoe Ice & Fuel Ltd., has acquired the Belle Ewart Ice division of **Chapman's Ltd.** Lake Simcoe Ice has served the Toronto area for 80 years, and claims to be the largest distributor of packaged ice in Canada.

Copper Rand Reports Pace

Copper Rand Chibougamau Mines reports profits before write-offs of $2,032,901 in its first interim report issued since the effective amalgamation of **Chibougamau Jaculet Mines** and **Portage Island Mines**.

Production from the two former companies and expenditure figures from Chibougamau Jaculet, from Aug. 5, are included in the report covering the first nine months of this year.

President E. R. E. Carter says the Portage Island mine is shipping ore to the mill regularly and will reach 500 tons daily production by year end.

The company has redeemed $775,000 principal amount of 6% first nortgage bonds. Long term debt, comprising bonds and advances to Portage Island mine, is now $9,240,000, against which are current net assets of $4,527,474.

	Third Quarter	Year To Date
Tons milled	141,936	363,733
Copper, lb.	6,823,522	17,359,999
Gold, oz.	3,879	8,740
Silver, oz.	23,371	58,622
Gross revenue	$2,193,782	$5,392,222
Other income	55,193	216,518
Operating costs	699,349	1,845,470
Marketing charges	499,196	1,242,994
Interest and taxes	169,125	487,375
Profit, before w/o	881,305	2,032,901

CHANGE OF NAME

McKinnon Columbus Chain Ltd., St. Catharines, Ont., will change its name, effective Nov. 1, to **Columbus McKinnon Ltd.** Word "chain" is being dropped to make name more representative of firm's diversified lines.

ANNOUNCEMENT

ONTARIO INSURANCE AGENTS' ASSOCIATION EXECUTIVE

F. G. FUNSTON, *St. Catharines* — B. F. WALTERS, *Toronto* — P. A. SHULTIS, *Brantford* — T. E. REDDICK, *Ottawa*

F. G. Funston of St. Catharines has been elected President of the 2,200-member Ontario Insurance Agents' Association. Vice-Presidents elected at the Associations' annual convention in Toronto were B. F. Walters, Toronto, P. A. Shultis, Brantford, and T. E. Reddick, Ottawa.

Molybdenite Issue To Finance Shaft And Concentrator

Shaft sinking is in progress at **Anglo American Molybdenite Mining's** Pressiac property, where drilling on an open end structure has indicated commercial-grade molybdenite and bismuth ore.

President J. H. Kentish says financing for a 400-ft. shaft and 1,000 tons per day mill will be undertaken through a mortgage bond issue.

Negotiations are continuing with U. S. firms, which would also handle output, to complete the mill financing.

Kentish says some 1.3 million tons are available for open pit mining.

Net Up 70%, Costs Lower For Faraday

Faraday Uranium Mines, enjoying lower unit costs through its stretch-out contract arrangement, reports net profits up 70% for the first nine months of the year.

Estimated net is $1,651,000 ($970,000 a year ago), equal to 37c (22c) per share.

	First Nine Months 1960	1959
Gross revenue	$7,271,000	$6,954,000
Operating costs	3,263,000	3,778,000
Interest and taxes	324,000	329,000
Depreciation	1,294,000	1,190,000
Preproduction exp.	704,000	625,000
Debenture disc.	35,000	62,000
Net profit	1,651,000	970,000
Earnings per share	37c	22c

Under Faraday's streach-out amendment the company will deliver at the rate of 65,000 lb. of uranium oxide per month. Advance payments of $2.50 per lb. will be made on oxide deliveries deferred.

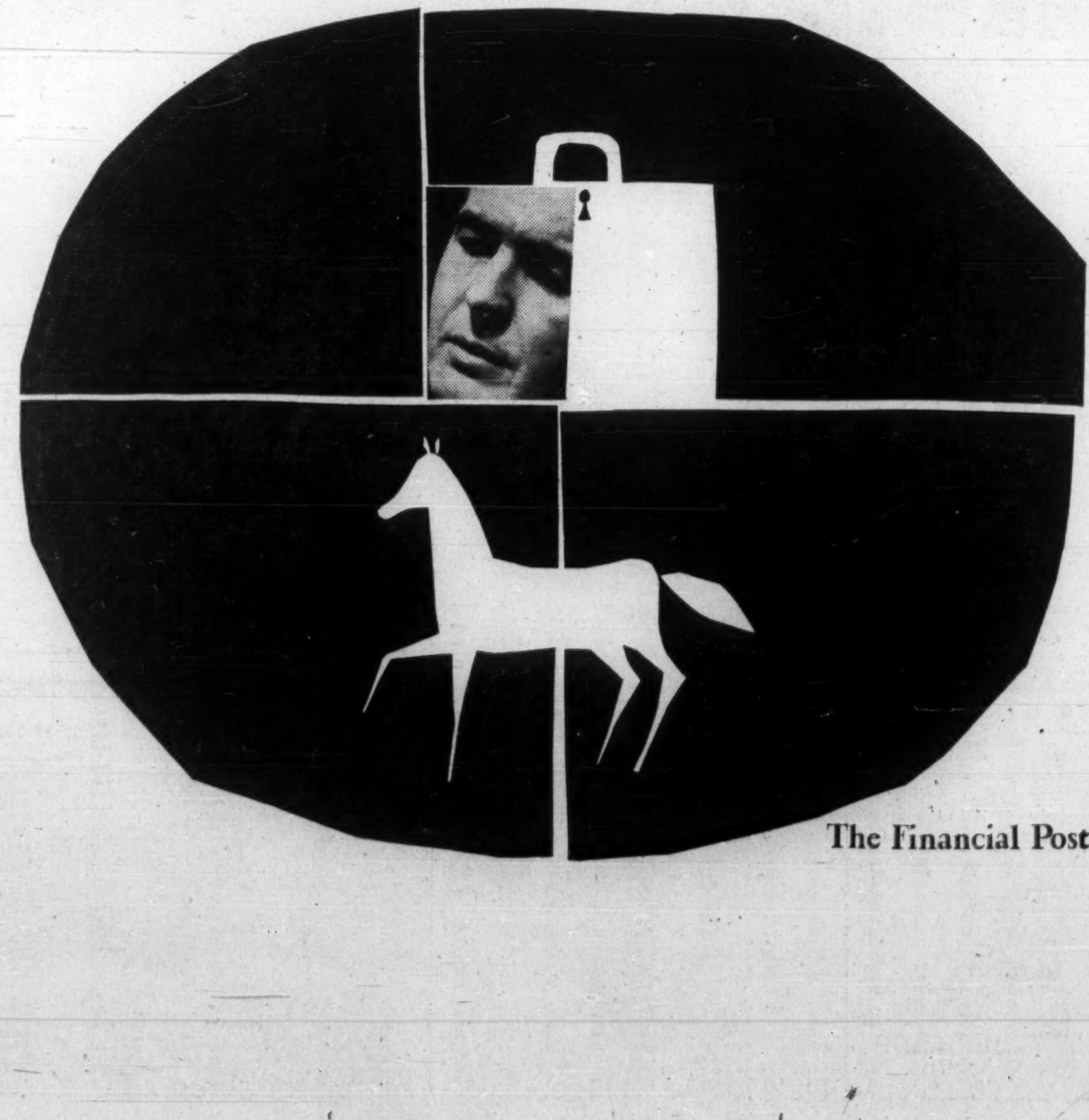
President A. W. Johnston also notes that operations at **Nickel Mining & Smelting Corp.** are proceeding on schedule.

EXPANDED FACILITIES

Tecalemit (Canada) Ltd., manufacturer of lubricating equipment, has expanded its multispindle screw machine facilities in Toronto to take care of increasing sales volume. Firm is also interested in taking on volume manufacturing of precision components for other firms.

sell the biggest men in your market

Whatever his job in business, the professions or government, his decisions affect policies and purchases. He has expensive tastes and cultivates them fondly. He is active in civic affairs, in sports, clubs and business associations. When he reads The Financial Post he acts on what he reads. It could be your advertisement. Whatever your product or service, he and other Post readers are the biggest men in your market. Write for a complete profile of the FP reader: The Financial Post, Canada's foremost publication for management, 481 University Avenue, Toronto 2.



The Financial Post

ANNOUNCEMENT

HUGH K. JOYCE

The appointment of Hugh K. Joyce as Assistant General Manager, Bowaters Mersey Paper Company Limited, Liverpool, Nova Scotia, has been announced by J. H. Mowbray Jones, President and General Manager.

Mr. Joyce was born and educated in Toronto at public schools and at Upper Canada College.

During World War II he served for five years with commissioned rank in the Royal Canadian Navy. On demobilization, he attended the University of Western Ontario in London and graduated with a Degree in Business Administration. He was awarded the University's Gold Medal for general excellence. Mr. Joyce joined the then Mersey Paper Company Limited in 1949 and has held successively the positions of Employment and Safety Supervisor, Personnel Manager, General Executive Assistant, and Assistant to the General Manager.

He is a member of the Company's Management Committee and a Director of Newsprint Shipping Services Limited.

He is a member of the Technical Section of the Canadian Pulp and Paper Association and a former Chairman of the Industrial Relations Section, CPPA.

Mr. Joyce is active in community affairs and is president of the Queens General Hospital, a Commissioner of the Boy Scouts and a Past Lieutenant Governor of Kiwanis International.

He is a member of the Naval Officers' Association of Canada, and the United States Naval Institute, a Director of the Maritime Bureau of Industrial Relations (Dalhousie University).

Mr. Joyce is married and has two sons.

New TSE Rules Aid Investors

The Toronto Stock Exchange this week unveiled the latest in a series of refinements in its regulations.

These, and earlier ones such as the introduction of filing statements, are designed to give investors the fullest possible information on the affairs of its more speculative listed stocks.

The TSE is also encouraging well established firms to produce interim financial statements, has already made good headway in this program.

SCOTT

"We are dedicated to the viewpoint that the public interest must come first," TSE chairman, Eric D. Scott, says. "We'll play an increasing role in checking and sitting on listed companies."

And, anticipating complaints, he added, "I don't think it will stop legitimate work by an underwriter."

The new requirements are the work of a special 10-man group led by an expert on stock trading and financing of speculative securities—J. H. (Joe) Hackett, a slim 47-year-old Boston-born partner of mine financier J. Bradley Streit.

HACKETT

The provision most likely to be noticed as new by investors and traders, requires a special designation of companies whose shares are being marketed on the exchange under primary financing.

(Future **FP** stock quotation lists will likely show this by an asterisk. A footnote will indicate that a financing agreement has been filed with the TSE and a filing statement is available on request. Filing statement shows who the underwriters are, the price they paid the company for the shares, etc. New filing statements have been listed for some time in **FP** under the heading — Worth Noting.)

When primary distribution to the public has ended, the exchange must be told.

Another provision will help the TSE keep an eye on the affairs of companies covered by its filing statement requirements.

Essentially, it states that once a company has obtained money for a specified purpose it will not be permitted to stop or change a project without a revised filing statement.

"The exchange will undertake to ascertain that the monies are expended for the stated purposes," is the policy.

This ruling is obviously aimed at this type of situation:

A company raises money for a drilling program, doesn't tell anybody it has stopped drilling and later uses the money for other ventures, like buying shares in other companies.

A provision stemming from the problems raised by changes in control of speculative vehicles like **Latin American Mines (FP,** Aug. 27), states:

"Certain safeguards in the interests of orderly marketing of securities will be used where considered necessary, such as the pooling of control shares on the 'take-over' of listed companies and escalator clauses on underwritten stock."

Scott explains:

"We're going to make a new controlling interest carry out a real effort to make a mine, before he gets any large amounts of stock to sell."

The TSE's program is being pushed despite the burden it puts on its members.

As the TSE chairman points out:

"We can't do these things for nothing. Our administrative costs have gone up from $320,000 to $800,000 annually in 10 years. And they continue to go up."

Denison Net Climbs 16%

Profits of **Denison Mines** rose 16% during the first nine months of this year, to $14,504,000 ($12,546,000 a year ago), equal to $3.24 ($2.81).

Company's working capital stands at $22.8 million ($8 million). Long-term debt has been reduced to $26,369,000.

President S. B. Roman notes that in addition to the 50c August dividend, a similar dividend will be paid in December.

	— First Nine Months — 1960 $	1959 $
Production revenue ...	38,927,000	36,263,000
Operating costs	24,423,000	23,717,000
Net profit	14,504,000	12,546,000
Earnings per share ...	3.24	2.81

C-I-L MAKES PETN

MONTREAL (Staff) — **Canadian Industries Ltd.** is now producing PETN, an explosive used in blasting, in a new plant at its Beloeil, Quebec works. The $500,000 plant consists of two buildings.

An Eight-Block Truck Ride: That's U.S. Gold 'Losses'

Even while the U. S. has been "losing" gold, more of the metal has actually moved into it than out, says The Economist, London.

More than half the monetary gold reserves of foreign, non-communist countries is held in the vaults of the Federal Reserve Bank in New York.

Every time the U. S. reports a shrinking in its gold stock (about $4 billion in the last three years, to about $18.7 billion) armored cars simply cart gold bullion about eight blocks from the U. S. Assay Office to the Federal Reserve.

Some 70 central banks and international organizations hold their gold stocks in this bank.

This pile of "earmarked" gold totals almost $11 billion, compared with $4.3 billion in 1945.

One attraction of the wire cages of the Federal Reserve: The storage service is free and safe.

Transactions between foreign nations can be settled easily by simply shuttling a cart of gold bars from one cage to another.

UNESCO to Count All Fish in Sea

The United Nations is going to count all the fish in the seven seas.

According to UNESCO, an international program is being planned not merely to count fish, but to study [illegible] productivity, map the ocean beds and generally exa[illegible] the major bodies in the wa[illegible].

The program is expected to cost contributory nations a total of $20 million a year.

SAMUEL DE CHAMPLAIN —— 1567 — 1635
FRENCH FLEET COMMANDER, EXPLORER, FOUNDER

DARING

Venturing forth

Samuel de Champlain explored the Valley of the St. Lawrence in 1603 and founded Quebec in 1608.

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ENGINEERS — CONSTRUCTORS FOR THE METALLURGICAL, CHEMICAL, PETROCHEMICAL AND OIL REFINING INDUSTRIES

CATALYTIC CONSTRUCTION OF CANADA LIMITED—SARNIA—TORONTO—MONTREAL—VANCOUVER

Marigold Revenue Rises Slightly

Marigold Oils reports a small rise in revenue in the annual report for the year ended April 30, to $17,040 from $16,894 in the previous year.

Net loss was reduced to $26,454 ($141,000 last year).

President A. W. Johnston says negotiations are underway which may result in a farmout of the Rapid Narrows acreage.

A farmout has already been negotiated with other companies on the Whitelaw acreage and drilling is planned this winter.

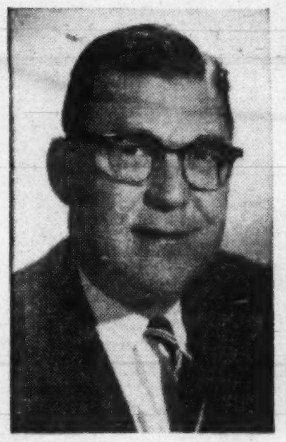
Honor Professor For Nickel Method

Prof. Frank A. Forward, University of British Columbia, will receive a medallion and $1,000 award from the City of Philadelphia John Scott Awards trust, for his invention of the ammonia-water pressure extraction process for nickel ore.

The award, which has been given to Marie Curie, Orville Wright and Marconi in the past, was established in 1816 on a $4,000 bequest. It has grown to a trust of $110,000.

ANNOUNCEMENT

CRANE APPOINTMENTS



J. A. SULLIVAN

C. C. ROLLINS

[illegible]. A. Thompson, Vice President—Sales of Crane Limited, has announced the appointment of J. A. Sullivan as Manager—Quebec Division and C. C. Rollins as Manager—Ontario Division. Mr. Sullivan, who joined Crane in 1922, was Sales Manager of Warden King, a Crane subsidiary, prior to this appointment. Mr. Rollins was Ontario Manager for the T. McAvity & Sons Ltd., recently acquired by Crane. The appointments are in line with Crane Limited's reorganization for expansion throughout Canada.

OPEN LETTER #5

to the SELECTIVE INVESTOR . . .

What is it that prompts a security in the conservative but notoriously slow-moving and "long-term" industrial group to advance by 25% on the TSE in less than a week?

LATE LAST WEEK — when a certain small and relatively inconspicuous industrial was trading near $2.60 — readers of this space saw us discuss the advantage of having "an inside wire" to one company or another from time to time. Readers of this space also saw us emphasize one situation in particular that Forecaster investors had been accumulating — accumulating by virtue of our exclusive information that a Stateside firm was about to be added to company's already significant group of subsidiaries and affiliates.

NOW, BY NO GREAT COINCIDENCE, the industrial trading near $2.60 and the situation to which we then referred in our discussion were one and the same — and although the information is still (at least as this is being written) a deep secret so far as the press and the general public are concerned, shares have since made one advance in price to levels well above $3.20 for a gain of more than 60c per share.

HERE, THEN, is a concrete example of what we've been discussing in general terms for some time now. As we've pointed out before, our readers certainly don't expect the miraculous from us: "We'll forgive you," they'll say, "if you miss some of the secrets, but if you never tell us any—"

AND THIS IS WHY we come up with a Latin American or a Murray Mining now and then; why we've this year told them a little something off the beaten path about Page Hersey, Geco, Opemiska and others, or about exclusive news in our files pertaining to natural gas decisions stemming from Ottawa and the like. And also, as pointed out before, an occasional inside wire to this company or that has never been known to hurt anyone who invests in common stock, so to make sure that you receive your share of some of the secrets, why not drop us a line today at

THE CANADIAN FORECASTER, 238 Adelaide Street West, Toronto. Annual subscription to our eight-page weekly commentary on Canadian stocks and the market is $45, while 60-day trials ($5 or $5.50 airmail) can also be arranged. As ever, Forecaster readers are entitled to personal attention without additional charge whenever and as often as they wish, so take down our telephone number now—EMpire 4-5421-2.

Best to 'Lie Low' Roberval Mining Tells Shareholders

Directors of **Roberval Mining Corp.** advise shareholders that it is in best company interest to "lie low" for a few months until there's a better climate for starting a mining program of merit.

The company's Mattagami iron prospect has failed to produce commercial ore values after some 2,000 ft. of diamond drilling was completed by **Kerr-Addison Mines.**

"Other situations" in the mining field are being investigated without haste, the report adds, pending a clearer international situation after the U.S. presidential election.

Bateman Stops At Chibougamau

Failure of ore to sustain grade at depth, and irregularity of mineralization, were cited by **Bateman Bay Mining** as major factors in closing its Chibougamau exploration program.

The company intends to maintain its claims and, says President A. W. Johnston, may renew exploration on the copper-gold prospect when more knowledge of local ore deposition is gained.

Annual report shows current assets of $22,880 and current liabilities of $183,927.

Before you buy your next truck –

"Let's talk truck value"

How do you measure truck *value?*

Just as important as the purchase price is the running cost over the years. You want the truck that will do your job best and longest—and at the lowest possible cost. That's *value!*

You get more *value* from International Trucks.

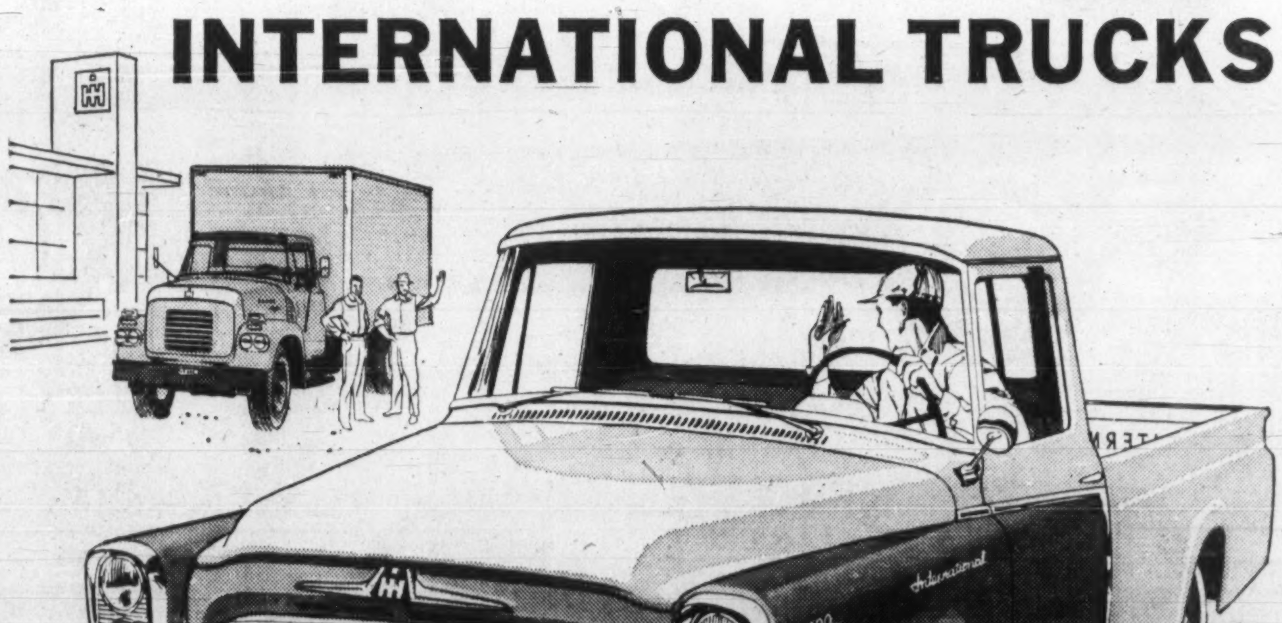
They're engineered by *truck* men with the specialized experience to build trucks that stay on the job longer.

You're sure of getting the right truck for your job; trained truck sales representatives make certain of that. International dealers and branches operate Canada's most complete truck service organization to give prompt, efficient maintenance when you need it.

If you want real *value*—a fair price tag plus lower cost over the years—talk to *truck* men. See your International dealer or branch before you buy your next truck.

Best truck value—because they're ...built, sold and serviced by truck men

INTERNATIONAL TRUCKS



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Now! Full-size living in new-size surprises

the Full size

LESABRE INVICTA ELECTRA '61

BUICK

BUICK LESABRE *4-Door Hardtop*

the Special-size

BUICK SPECIAL

BUICK SPECIAL DELUXE *4-Door Sedan*

BUICK SPECIAL DELUXE *4-Door Estate Wagon*

A GENERAL MOTORS VALUE!

Whitewall tires optional at extra cost

AS FINE AS NEW AS YOU CAN GO

Now! Full comfort, full luxury in a trimmer, full size car

With a car that's so new *clean through*, Buick was able to start right down on the ground and compromise on no component all the way up.

IT STARTED WITH AN ALL-NEW FRAME

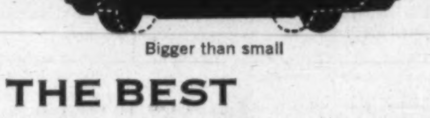
Buick's new X-frame made way for lower door sills, a smoother, quieter ride, easier handling and better insulation of the body from road shock.

The new frame allowed a NEW CONTROL-ARM SUSPENSION

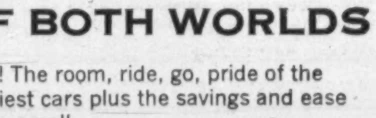
From this came flatter cornering and mirror-smooth going over the bumps as well as the highway. Buick has a new semi-floating rear axle, too! This combines what engineers call Torque-Tube Drive and Hotchkiss Drive—giving you the finest features of both.

The new axle allowed a NEW HIDE-AWAY DRIVE SHAFT

Buick put a totally new kind of double-joint into a 2-piece drive shaft. This let it bend down under your feet—and down went the hump in the middle to give you far more flat floor space than before.



Smaller than big



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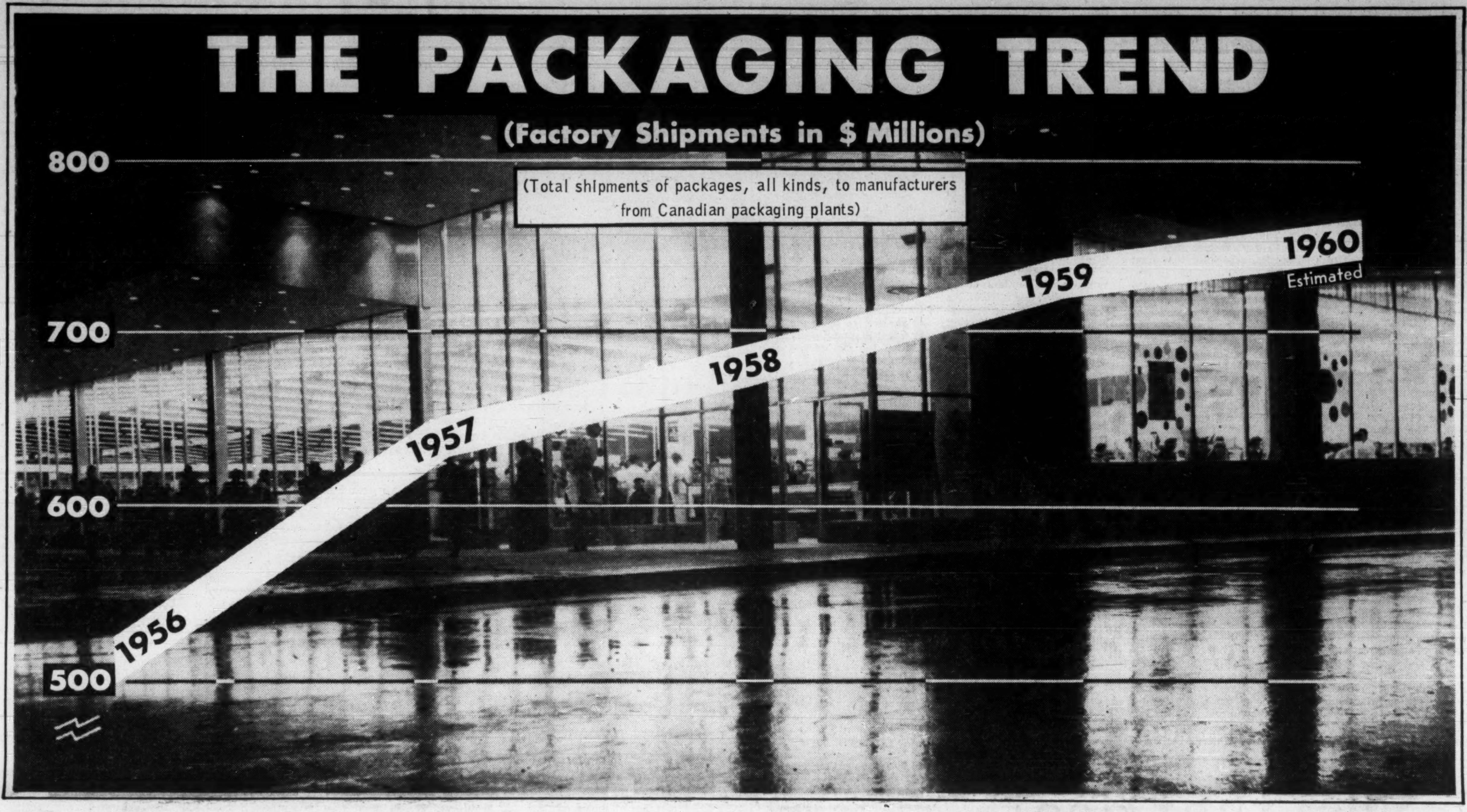
M-161A

See Your Local Buick Dealer

The Financial Post

Vol. LIV | Member of Audit Bureau of Circulations | Publication Office: Toronto, October 22, 1960 | Twenty-five Cents an issue, Eight Dollars a Year | No. 43



A FEATURE REPORT

A $750 MILLION SELLING FORCE

By RAY MAGLADRY

Packaging: A $750 million a year selling force.

It adds the final punch in movement of $16,000 million worth of goods off retail shelves into customer shopping bags.

Never before has Canadian industry turned as keen an eye to the packaging, movement and merchandising of products.

Never before such demands upon designers and merchandisers.

Success or failure for a company's product often hinges on the complex techniques of persuasion planned into a product package.

- **An old standby design from the 1940s may be buried by competition from a clean-cut newcomer of contemporary design.**
- **Lack of clarity in identification** in another may kill a sale.
- **Confidence in a whole company product line may drop if there is no consistency** of design through the range of items.
- **New packaging materials are becoming practical** — materials that improve impulse sales. Staying with the old material may be costly.
- **Color—that most important of design tools—can stimulate a buying impulse.** Or, improperly selected for the product, it may fall flat.

These are not the only considerations in the complex system of modern merchandising.

But they are key factors—at work at that crucial time when the product comes under the scrutiny of the consumer.

As industry expands, broadens its product range, streamlines to meet competition, develops new products to fill demand, the packaging and merchandising industry steps up its tempo of activity.

The growth rate has been steadily ahead over the last decade.

Where does the industry in Canada go now?

Here are trends to watch:

- **New interest in design here that is distinctively Canadian,** a carbon copy of no other packaging.
- **A continuing surge of new materials, new techniques for old materials** in the packaging field.
- **More integrated "complete" projects by companies re-designing their product** and package lines.
- **More packages will be disposable. This is a continuing trend among consumers**—whether housewife or businessman—who don't want the trouble of storage of containers.

Here's how Gordon Rolph, president of the Packaging Association of Canada, sees the industry's problems:

"The packaging industry has problems which are unique since the package has not been really effective until it has been emptied and discarded.

"The most expensive package is the one that remains full too long.

"Because the package, in most cases, lives a short life, it must be designed so that it can be disposed of easily.

"The housewife has long rebelled against packages that have to be stored up and returned, and manufacturers are now adopting the same attitude. They want containers which can be disposed of, and the packaging industry is meeting their demands."

Distinctive Canadian packaging could win huge new export markets for Canada in all parts of the world, L. G. Jamison, general manager of Packaging Association of Canada, says.

Prior to the opening of the 9th annual Canadian National Packaging Exposition in Toronto, Mr. Jamison called for a new packaging concept for this country—one that isn't a copy of any other country's.

"English biscuits, Dutch chocolate, American soft drinks can all be recognized in any part of the world because of their distinctive packages," he claims. "These products are all of high quality and people have come to identify the distinctive package with the quality of the product."

"In almost every instance the Canadian manufacturer of a quality product uses a package which is identical, or at least very similar, to a competitive product from Britain or the United States," Mr. Jamison says. "If we are to compete with these countries on world markets we must develop distinctive packages that will gain a reputation for Canadian quality."

In addition, Mr. Jamison suggests that more research work be done in the countries to which we intend to export.

"Too often we try to export a similar package to the one that is effective in Canada," he says. "A color scheme which pleases Canadians may be much too dull for the European market."

Canadian research in the fields of packaging is becoming increasingly important in all fields of merchandising according to William A. Retter, chairman of the 9th annual Canadian National Packaging Exposition.

"During the past few years, a growing number of firms have set up facilities for the study of packaging sciences," says Mr. Retter. "This research is now beginning to pay off."

"Several of the exhibits at this year's exposition feature packaging materials or methods which have been conceived in Canada and which are particularly adaptable to the Canadian scene."

Canada's small population and limited market make it difficult for this country to develop some types of packages, according to Mr. Retter, since a new type of package often requires a new machine to either make the package or fill it. Although the original concept of the package may be ideal, the cost of the machine to handle it may be too high in terms of the number that will be used.

"The paper, glass, chemical and plastic firms are particularly active in the field of research," according to Mr. Retter. "Their packaging innovations are proving of great value to the public at large."

What are Design Trends In Your Export Markets?

This is the biggest packaging event of the year:

The 9th Canadian National Packaging Exposition.

And the 1960 packaging design and display competition will be held in conjunction with it at Toronto's CNE grounds Nov. 1-3.

Design Trend

Here's why top management should go to the show:

- **It is an opportunity for updating—at small cost**—on the new trends in the industry.
- **The show cannot be duplicated elsewhere. It is Canadian, showing packaging** as it is designed and tailored to the Canadian market.
- **This year, a range of European exhibits will present the design trends in key markets to which Canadian firms may be exporting.** To export, you must know the kind of packaging which is best for the market.

"This annual exposition consistently draws an attendance of over 13,000 business executives from across Canada," L. G. Jamison, general manager of the Packaging Association of Canada says.

Gordon Rolph, PAC president, points out that the packaging industry has passed the $700 million a year mark in annual sales.

What You See

"The most significant packages, materials and machinery from this annual total will be displayed at the association's exposition," he says.

Since packaging operations are not centralized . . . they must be located near the industry they service, packaging people have few opportunities to compare each others methods and products, says Mr. Rolph. The exposition gives them the opportunity to get together and evaluate new ideas in packaging.

Some 15,000 businessmen from Canada, the United States and Europe are expected to attend the exposition. There will be more than 170 displays which will occupy the entire area of the Automotive Building.

Featured in the exposition will be new adaptations of paper and cardboard for various packaging functions. Although containers of these materials have always been the mainstay of the packaging industry — they account for nearly half of total packaging expenditures — development has been less pronounced in the past few years because of the emergence of plastic materials in the fields of packaging. This trend has now been reversed to an extent and paper products are again receiving extensive attention.

New Products

New products which will be displayed, include lightweight polyethylene bags of 100-lb. capacity, plastic jugs in sizes up to a gallon, "shrinking" plastic wrapping material which binds itself around the product, medicine bottles which can be opened with one hand, and drawn aluminum cans and containers.

Over 13,000 registered at the 8th exposition last year. A PAC survey and estimate break down the attendance like this:

- **67% have one or more new** products to package.
- **71% represent companies** with re-styling problems.
- **27% have products previously** not packaged.
- **56% represent companies** with volume packaging problems.
- **80% expect to see something** that will aid a purchasing decision in packaging equipment or services.

Packaging's "Man of the Year" and the winners in the annual packaging design and display competitions will both be announced on the opening day of the Canadian National Packaging Exposition.

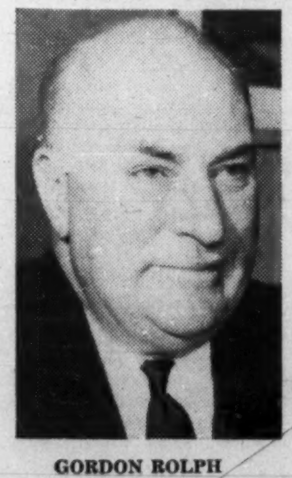
PAC Award

The "Man of the Year", recipient of the golden PAC Award, will be announced at a banquet in his honor on the night of Nov. 1 at the King Edward Hotel, Toronto. The "Man of the Year" is chosen in a poll of packaging executives, and identity of the winner is kept secret until the official banquet.

Packaging design and display winners will be chosen from entries in three categories and 23 sub-categories. The competition is divided into consumer packaging, industrial packaging and point of sale divisions. **Separate awards are made for varying achievements** within these three major categories.

Winners of the competitions are announced at the opening of the exposition.

They Direct the Show



GORDON ROLPH
President
Packaging Association of Canada

WILLIAM RETTER
Chairman
Canadian National Packaging Exposition

Rush to Beverage Cans: Will it Upset Bottlers?

The markets for canned beverages are bubbling.

Seldom before has so much attention focused on the metal containers.

The new interest was sparked by a sweep by soft drink companies into the can package last summer.

It wasn't entirely new, since a few brands had been available in cans in certain market areas for some five years.

But this time — backed by U.S. trends — virtually all soft drink names took the plunge. The parade was led by **Canada Dry** and **Pepsi-Cola,** who joined **Crush International, Mason's** and **Pure Spring.** The latter three had cans already in some markets.

The move was quickly followed by cans by **Coca-Cola, Nesbitt's, Seven-Up,** and others.

Royal Crown Cola, one of big names in U.S. canned drinks, pressed ahead with its new $1-million Toronto plant. The company will shoot for a big share of the Canadian market.

The company will put out cola, orange, grape, ginger ale, lemon-lime, root beer. The plant has fully automatic adjustable 10-oz. and 12-oz. line with capacity of over 400 cans a minute. Mason's and Crush also have canning lines in Toronto.

Most cans are in the 12-oz. size but some are 10 oz.

While retail prices are above comparable bottle prices, the drink makers are counting on growing use at cottages and during holiday season generally. They also have a big place in out-of-the-way settlements, mining and bush camps.

With the swing to cans, **Continental Can Co. of Canada's** Gair Paper Products Division came out with new three- and six-can boxboard carriers to handle both flat-top and cone-top metal containers.

Gair officials call it the first of their kind on the Canadian market. They are called Jak-et-paks, make for faster handling of canned goods in big volume.

They can be stacked easily on display shelves — a vital point since supermarkets are the big outlets for canned soft drinks.

The packs may also be used to carry various types of bottles, especially the squat type.

CanCo supplies not only the folding cartons but also the cans and the machines that form, load and close the complete packages.

"The equipment, in minutes, can be altered to various sizes of packs ranging from baby food cans to quart size cans," Charles Tomlinson of Gair's folding carton section says. "The equipment will complete up to 120 multi-packs a minute."

It is expected that the cartons will help to accelerate the growing use of metal containers for packaging beverages in this country.

Among the advantages of the canned product from the consumer point of view are said to be the ease with which cans can be stored in the home, particularly in refrigerators, the elimination of having to return empty bottles for refunds, and the prevention of accidents resulting from broken glass.

A further advantage cited is that canned beverages can be cooled more quickly and will remain cold longer.

But while soft drinks in cans were winning the spotlight, there was growing emphasis on beer in cans in Quebec.

Dow Brewery Ltd. stepped up its merchandising program with a drive featuring a new corrugated box designed especially for the campaign by **Hinde & Dauch Ltd.** of Montreal.

Point-of-purchase displays, an intensive program in key Quebec advertising media, sales contest for salesmen and agents give support to the big integrated push.

Some of the major selling points for beer in cans are similar to those boosting soft drinks in cans.

The boxes stack well in the refrigerated counters or in floor display, less refrigerator space at home, faster cooling, proof against flavor-hurting sunlight. **And of course, canned beer has a big market among outdoorsmen, holidayers, cottagers.**

Cans for soft drinks date back to 1954 when **Orange Crush** in Toronto (now Crush International) and Pure Spring of Ottawa brought cone-shaped cans onto the market.

Pioneer in flat-top cans was Mason's Beverages Ltd. which set up a Quebec plant in 1957.

Output was relatively small the first year but kept growing, doubling the following year. **In 1959, production level was increased 250%, while 1960 trend was several times ahead of 1959.** The company handles ginger ale, root beer, cola, orange and lemon-lime.

Early this year, Mason's moved equipment to Toronto, setting up in the Ontario Food Terminal building in the western suburbs.

Special cans are needed for carbonated drinks. Mason's uses **American Can Co.** product made from corrosion-resistant tinplate of controlled chemical composition.

This is given two coatings of lacquer, a third at side seam. The seam is tabbed to stand pressure.

Last summer, there was more than a little caution in market estimating, some observers say. As a result, there was some shortage of canning capacity for the Canadian market.

There is one big problem faced by drink makers who have established, franchised bottling plants throughout the country. A rush into cans could be upsetting to this bottling and marketing system.

Mostly, the established franchise areas for bottled drinks are too small to justify a canning line. That's true even if the market for cans is exploited to the full.

The alternative may be a few large canning plants to supply several franchise holders with canned products for distribution in their own areas.

Royal Crown Cola — the new entry with the new plant — will rely on its experience in the U.S. to whack into the Canadian market. That experience is considerable, since last year Royal Crown won nearly 50% of the U.S. canned soft drink market.

The new Canadian plant will be fully automatic, from case unloading to sealing. It will also handle bottled drinks.

Royal Crown is directed by N. C. Ranney, formerly with Coca-Cola.

This fall, a promised advertising and promotion drive began to break for Royal Crown. It signals hotly competitive times ahead in canned carbonated drinks.

The company plans to set up other plants, to be operated by franchised canners.

Glass Growth In Containers 'Phenomenal'

The glass container business is one of the most vital and progressive parts of the packaging industry, Fred N. Dundas, president of the Glass Container Manufacturers' Institute says.

It is the oldest branch of the over-all packaging industry—dating back 4,000 years.

Mr. Dundas is also president of **Dominion Glass Co.,** Montreal.

He believes growth in technology of glass and volume of business in the past 40 years has been "phenomenal".

"It was not until 1917 that the manufacture of glass containers became a fully automatic process and so our present rate of progress dates from that time. As a matter of fact, 99% of the glass products made in Canada today are made by processes that were unknown at the turn of the century.

"This technological development which has given us increasingly lighter, stronger, more accurately formed glass containers, is but one factor in our progress and future prospects.

"The fact that glass containers are made from abundant low-cost raw materials (sand, soda ash and limestone) also contributes to the probability that glass containers will become increasingly economical in comparison to containers made of other materials.

"It is interesting to note that even today we are only utilizing about 1% of the theoretical strength of our product and we fully expect to be able to increase our strength utilization by five or six times within the next 10 years.

"This means much lighter, stronger, more serviceable glass containers and it will make possible the economical and practical packaging f many products in glass containers not now so packaged in Canada.

"We confidently expect the glass container industry to be at the forefront of the industrial progress that we all know to be in store for this country in the next decade."

wa. 5-2191
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art associates limited

packaging division

October 22, 1960

THANK YOU!

Last fall, the formation of the Packaging Division was announced in this publication.

The reception and support of Canadian industry far surpassed our most optimistic hopes. We take great pride in the fact that our client roster reads like a who's who of Canadian business.

Our plan to assist clients to product marketing leadership through controlled design programs has been most effective.

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Sincerely,

J. H. Roberts,
Director,
Packaging Division.

canadian representative for color research institute

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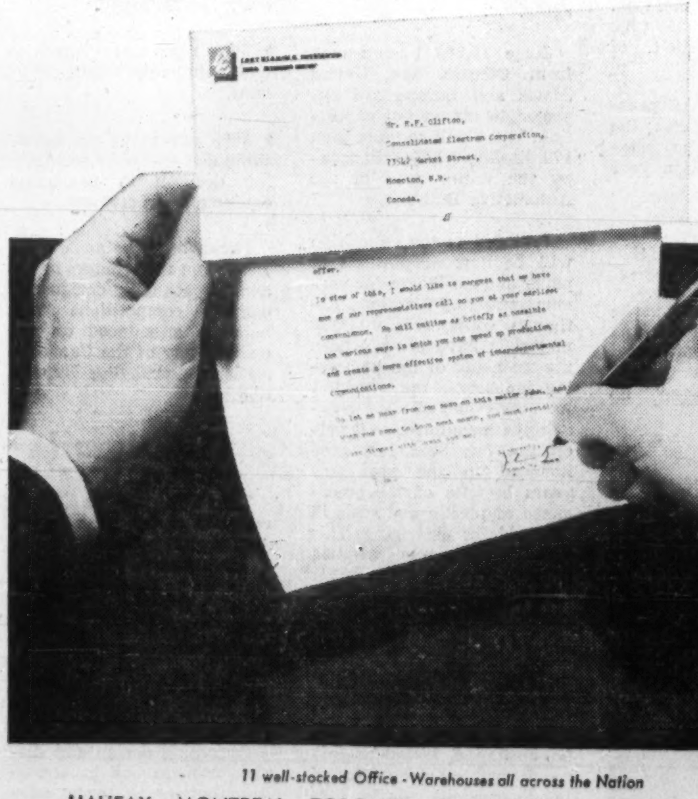

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Plastics Hit Hard Into Widening Field Of Rigid Packaging

Canada's five-year-old plastic food container business is no longer in the infant stage.

Plastics are starting to hit hard into a widening segment of the rigid packaging field.

Spearheading this rapid forward push is Canada's oldest, largest (68% of market) plastic food container manufacturer, **Davenport Containers Ltd.,** Toronto.

Davenport's short history mirrors and encompasses the spectacular growth of plastic containers in Canada.

Started in 1955, as a subsidiary of **Dominion Dairies Ltd.,** Toronto, Davenport changed ownership in September.

James E. Dunning — who organized the business for Dominion Dairies, and was general manager for the five years —bought majority interest in Davenport and brought in a group of private investors.

What did Dunning and his group buy?

Company was started in 1955 with a staff of four to supply its first customer, Dominion Dairies with plastic containers for ice cream (by this move Dominion Dairies became the first dairy to package ice cream in plastic containers — competitors followed later). Davenport turned out seven million containers that year worth $210,000.

Sales in 1956 were $540,000; 1957, $627,000; 1958, $890,000.

During 1959 Davenport produced 26 million plastic containers and jumped sales volume to $1.5 million.

Target for 1960 (which Dunning says the company will hit) is 39 million containers worth more than $2 million.

Dunning says the first couple of years were a struggle. New equipment, dies and molds had to be purchased. This kept Davenport hopping.

"But in 1959 we passed the break-even point, and made a decent return on investment," Dunning explained.

Davenport has 50 employees today. Dunning doesn't consider this a big staff, but points out that making plastic containers is a highly automated business.

Nine plastic injection molding machines costing $350,000 have turned out total production. But in November, to take care of expansion, Davenport will install two vacuum-forming machines for $92,000 from the U. S.

Dow, Kayson and **Monsanto** supply the company's raw plastic needs of polyethylene for lids and break-resistant polystyrene for the containers.

What are the plastic food containers made by Davenport?

Large share of all plastic containers used by Canadian dairies for packaging ice cream.

(Davenport has one principal competitor, **Plasti-Pak Containers Ltd.,** Toronto — and a number of independent plastic molders who turn out some containers.)

Containers for every major honey account in Canada.

Special shapes and sizes for cottage cheese, jellies, prepared icing, caramel butter, potato salad.

A new container for shortening for **Canada Packers Ltd.** — Dunning thinks other companies will follow.

Will the list of products packaged in plastic containers grow?

Dunning believes Davenport is only at the beginning of development.

"We must have time to absorb our rapid growth. We are developing new markets, researching constantly, and are sure to come up with new uses," he says.

Dunning says there is a much greater use of plastic food containers in Canada than in the U. S.:

"Canadian per capita use of plastic food containers is 4.86 times greater than the U. S."

If Davenport's future is so bright, why was Dominion Dairies willing to sell its subsidiary? Dunning was asked.

"Ice cream containers made of plastic have become only one part of our business," says Dunning. Davenport sold to competitors of Dominion Dairies, and then branched out into other food products.

"It was logical that Dominion Dairies should want to get out of the plastic container manufacturing business which was not in its line," Dunning claims.

Is Davenport Containers selling in the U. S.?

Dunning says it is impossible to ship from Canada, pay duty and freight, and be competitive in the U. S. market.

He hopes soon to set up a small subsidiary plant, possibly in Buffalo, N.Y., to produce Davenport's standard food packaging line for the U. S. trade.

How much do these plastic containers cost?

Dunning says the half-gallon ice cream container runs about 11c, the pint size, 4c. A dixie cup sells for about 1½c.

Greater volume and cheaper raw material costs, Dunning points out, will bring down prices and make plastic containers stiff competition in the field of packaging.

Who are the people at Davenport?

Dunning, 51, was in the food processing and importing business in England when he went to the U. S. more than nine years ago.

He worked in the U. S. in the plastics business for four years and came to Davenport Containers when it was formed five years ago.

"I've worked hard at this business, and am only sorry that one can't do everything overnight. **But I'm satisfied with our progress and see an unlimited field ahead for us."**

Dunning is president and general manager of the company. Chairman is Norman S. Robertson, QC, and other directors are: Prof. R. R. McLaughlin, dean of chemistry, University of Toronto, Quentin Shirriff and C. L. King, partner in **Deloitte, Plender, Haskins & Sells,** Toronto. Maxwell Carson is secretary-treasurer.

SUCCESS story in growth of Davenport Containers is food product packaging. President James E. Dunning looks over packs.

Coating of Films Here Time-Saver for Producers

A process for coating packaging films with polyethylene, developed in the U. S., is being used in Canada this year for the first time.

As a start, two companies, **Bradshaw's Ltd.,** Toronto, and **Deerfield Plastics,** Newmarket, Ont., have begun extruding the thermoplastic onto "Cellophane" cellulose film, "Mylar" polyester film, Saran and other films.

Until this year any packager who wanted to use the extrusion-coating process had first to have his base sheet printed here then ship it to the U. S. for the coating process.

A complicated duty problem was involved, quite apart from the time consumption.

The extrusion-coating process has a number of advantages. It locks in printing, often reduces costs by permitting a reduction in the amount of plastic required, and is particularly adaptable to vacuum and gas packaging of many products.

Along with the film lamination process, it provides a means of obtaining characteristics in transparent films that no single film has as yet been able to provide.

As a process it is fairly simple: A thin, heated stream of polyethylene is extruded onto a base sheet of film.

Since this type of combination film is now available in Canada, the whole supply picture becomes far simpler.

Now converters can print the merchandising message on the base sheet of film, send it to the extrusion-coating shop, get the coated film back and then convert it according to the needs of the user.

The extrusion-coating process for flexible films extends the number of tailored-to-measure packaging films available in Canada.

Complementing laminated films, extrusion-coated films mean converters, manufacturers and distributors now can package their products in transparent films that will fit any need.

And they don't have to go out of Canada to get the material.

Good Taste Needed in Design Of Packaging

The old axiom, "you'll have to make it bad enough to sell!" has disappeared forever from the field of Canadian package design, according to Jack Roberts, Director, Packaging Division, **Art Associates Ltd.**

"We are living in an era of consumer appreciation of good taste in package design," he says. "The consumer evaluation of both quality and beauty in design is the result of education and culture."

Successful packages are not happy accidents. They are the result of continuing studies of consumers' desires for more convenience with better performance. They are the result of careful objective planning and controlled design programs to answer specific sales objectives.

They are the result of controlled package design testing. They are the result of careful design application and reproduction fidelity on suitable material to effectively contain and sell the product.

Today's marketplace winners are the results of application of the sciences of optics, psychology and research along with the study of form, materials, color, imagery and pattern, according to Roberts.

"All these factors are important, but I would emphasize color, image, and pattern particularly. Color is most important, for it stimulates buying reaction and is the great motivating force in selecting the products we buy. **It should be used wisely, applied in terms of its visual power, its association with the product and its use, and its memorability.** The meaning of color must be added to the liking for color and its visual power.

"The package image should become the remembered identity or major part of personality association with a product. Some examples of renowned images include the **Tide** concentric circle or whirlpool design, the **Chevrolet** cartouche, the **Heinz** keystone." Roberts believes that symbology performs a very important function in developing a personality association with a product.

The pattern is also most important, for it affects readability, visibility, legibility, and mass display advantage.

"It is our job as designers to test the effectiveness of packages we design. We must avoid package design cliches and I believe Canadian manufacturers are ready and willing to invest in new, original design work for their products."

Manufacturers have become more sophisticated. They are looking for a **selling personality** in the packages that contain their products, he feels. Marketing people are recognizing the value of a package personality.

"After all, the package is the last expression of the product and its maker before it reaches the consumer. It therefore deserves the best possible effort on the part of the designers and all those involved in the production of the package."

Package design in Canada is coming of age partly through the effort of the designers like Jack Roberts, and partly through the encouragement and support of Canadian industry. Designing for the Canadian market has proven that good merchandising is the result of many factors, not the least of which is controlled package design and controlled package design research programs.

LEADERS

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Canada's leading sales and service organization, Manton Brothers Limited, serving the lithographing, printing, publishing and box-making industries, turned out their first printing inks and rollers some sixty years ago. At the turn of the century, Manton Brothers started manufacturing with a firm confidence in Canada's future.

They laid their plans well for the growth of the Company to match the new developments and astounding growth of the Graphic Arts Industry.

To-day, Manton Brothers' activities include machinery sales and distribution of all types of production equipment, plant and production engineering counsel . . . and maintenance and repair service to meet the demands of an ever-growing industry.

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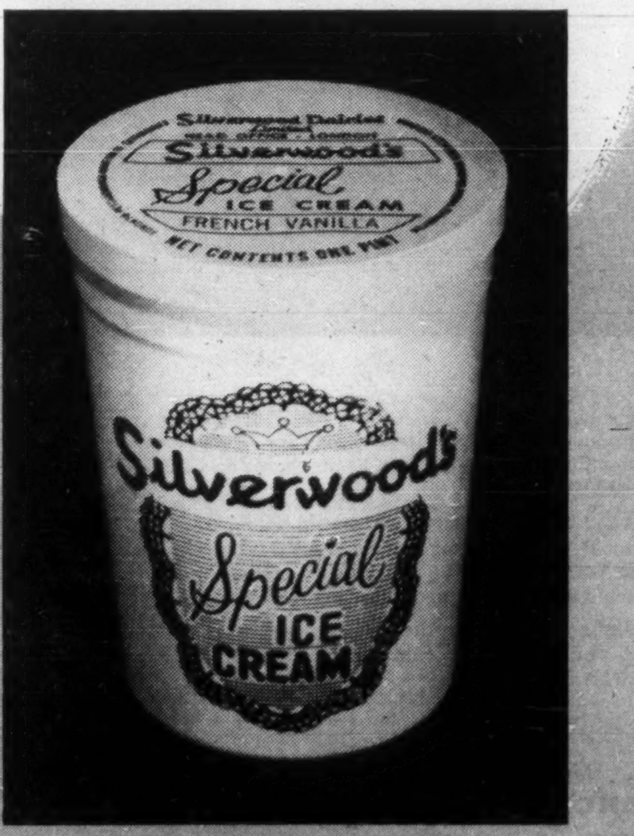

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Can't Bury Design Costs In the Production Runs

"Many challenges must be met by Canadian package designers to hold packaging assignments this side of the border," Donald S. Moffett, General Chairman of Canadian Package Design Council says.

The council is a professional group of about 30 active designers and is part of Packaging Association of Canada.

Canadian designers must not stop at offering goods and services but must offer ideas too.

"We must be creative, not imitative," Mr. Moffett says.

"The designer must incorporate knowledge of merchandising, materials and printing processes with his artistic skills — directing them at an effective solution of his clients particular need.

"This challenge is being met right now in Canada. Professional packaging services are obtainable to Canadian industry through design groups and packaging divisions of many supplier and converter companies who have available information and facilities for research and testing to do an outstanding job."

Here's how other designers see the trends:

George Foord, package designer for **Bomac Engravers Ltd.**, says that the "illusion that design costs can be buried in production runs, costs everybody money, lowers the standards of work and keeps the designer anonymous.

"I believe that the trend toward the use of professional design services will continue. There are good reasons for this. The first is that it makes sense economically, in that a budget is assigned for design, just as it is for advertising and other areas of merchandising.

"It is becoming more widely understood that the designer has his own special contribution to industry. There is still some confusion on this point but it will pass.

"We merely have to pay a visit to the supermarket and drug store to see how badly we are in need of the clarity and lucidity which alone can communicate to the jaded eyes of the consumer. The wider use of professional designers will change this. We may also expect Canadian designers to work more internationally within the next few years, which should be a very stimulating experience."

Clair Stewart of **Stewart Morrison Ltd.** believes **"good taste can be monotonous."**

"While it is gratifying to see the general level of package design steadily improving, it is equally disappointing to see the character of early packages gradually disappearing. Our philosophy of design on this continent dictates that everything must fit into a look-alike pattern. Obvious examples include motor cars, office buildings, hotels and men's clothes.

"An outstanding new package design is usually a signal for competitors to hurriedly re-design their own packages — a good healthy sign except that the re-design is almost invariably imitative rather than creative.

"Cigarette packages illustrate this point. Some years ago each brand, however strange from a design point of view, had individuality, perhaps character is a better word. To-day, with few exceptions, each brand is newly clothed in a masterpiece of the package designer's art and is indeed clean cut and in good taste and, I am sure, has passed every known marketing test with flying colors.

"The problem then is that each package so closely resembles its shelf neighbor that it is hard to recall what your favorite brand looks like when it is out of sight. Our motor car designs also illustrate this point and I suppose it can only be explained by saying 'it's right for merchandising conditions on this continent.'

"There is no harm in wishing that a little of the individuality and character of European package design could infiltrate this continent and make the store landscape a little less monotonous."

Chris Yaneff, President of **Chris Yaneff Ltd.**, sees the role of the Canadian package designer today as "more significant than ever."

He says:

"Package design alone cannot cure all the ills of a weak marketing campaign, or a weak product. It can and does, however, create preference for your brand or product in the only place where sales are actually made — the retail shelf.

"Much has been said about the great proportion of purchases which the modern supermarket shopper makes on impulse—a buying method which I often define as "independent consumer visual selection." **With several competing brands standing side by side on the shelf, all equally within arm's reach, the package itself is the predominant factor in influencing the shopper's selection.**

"A package that is the wrong shape or color, or made of the wrong material, or projects the wrong image, or lacks distinction, or fares poorly in any of several other ways in comparison with its competitive neighbors, will lose not one sale but thousands of sales.

"Many once-prominent brands have practically disappeared from the shelves because they could not meet the packaging competition of new brands or newly redesigned existing brands.

"For this reason, today's top management is alert to the need for redesigning old packages to retain or increase its share of the market. But a new package, per se, is not the sole answer, since there is nothing to prevent competitors from quickly following the lead with redesigned packages of their own — a practice which has, in recent years, become quite common.

"The challenge for the Canadian designer is to create a package which is right in every respect, evolved from visual artistry, sound research, a working knowledge of new as well as established packaging materials, and practical experience in merchandising. The package should have a clean, strong design and distinctive image which is heightened, rather than diminished, when placed against its competitors on the shelf.

"The designer who can meet this challenge will find Canadian firms knocking on his door for the next five years."

Canadian Package Design Council-Designer Members

Lorne W. Ballance, Dominion Paper Box Co., Toronto.

George A. Bidgood, Art Director, Bathurst Containers Ltd., Toronto.

George Bist, Design Consultant, Bomac Design Division, Toronto.

Bernard Bolter, House of Seagram, Montreal.

Dacre F. Boulton, Art Director, Carton Specialties Division, Hinde & Dauch Paper Co. of Canada Ltd., Leaside, Ont.

Sydney T. Butterf[illegible], Package Designer, Bathurst Co[illegible]ners Ltd., St. Laurent, Que.

Kenneth Campbell, Art Director, Appleford Paper Products Ltd., Hamilton.

Robert B. Clarke, Art Director, Bradshaw's Ltd., Toronto.

R. Craddock, Art Director, Canada Foils Ltd., Toronto.

Douglas J. Dewey, Package Designer, Merck and Co. Ltd., Montreal.

Arthur F. Dowling, Art Director, E. S. & A. Robinson (Canada) Ltd., Toronto.

C. G. Eayrs, Dominion Paper Box Co. Ltd., Toronto.

Rudy Eswarin, Stewart and Morrison, Toronto.

Gordon Fairbairn, The Continental Paper Products, Ottawa.

Samuel Fogel, President, Samuel Fogel & Associates, Montreal.

George Foord, Package Designer, Bomac Engravers Ltd., Toronto.

George De Galantha, Art Director, Hinde & Dauch Paper Co. of Canada, Toronto.

Wm. A. Greatrex, Package Designer, Lawson & Jones (Toronto) Ltd., Long Branch, Ont.

Hector Greville, Art Director of Package Design, Dominion Envelope Co. Ltd., Don Mills, Ont.

Charles Huke, Package Design Unit, Bomac Engravers Ltd., Toronto.

Neil A. MacNaughton, Package Designer, The Telfer Paper Box Co., Toronto.

*D. S. Moffett, Art Director, Paper Division, Continental Can Co. of Canada Ltd., New Toronto.

Andre Morency, Designer-Art Director, Montreal Lithographing Co. Ltd., Montreal.

E. J. Morrison, Stewart and Morrison Ltd., Toronto.

Ernest H. Orr, President, Orr Associates Ltd., Toronto.

J. Burtis Phillips, Packaging Engineer, Canadian Carborundum Co. Ltd., Niagara Falls.

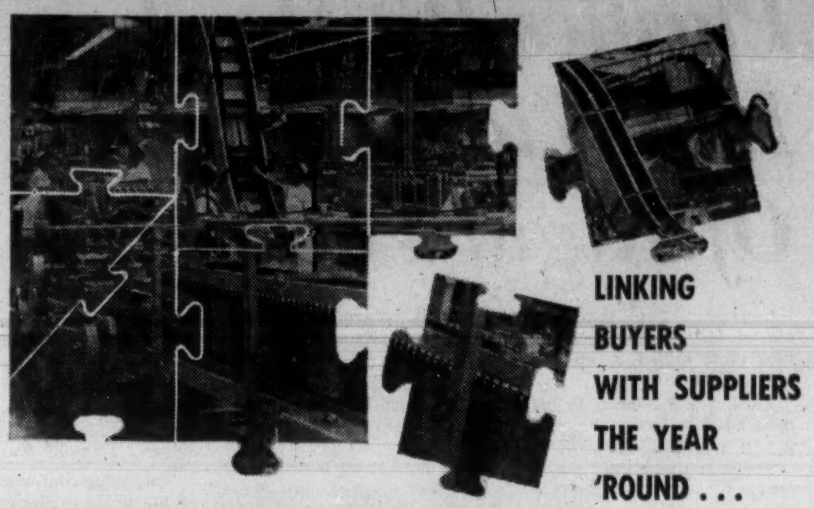
*J. H. Roberts, Director, Packaging Division, Art Associates Ltd., Toronto.

Wm. Rowe, Package Designer, Hiram Walker-Gooderham & Worts Ltd., Walkerville, Ont.

Wm. R. Smith, Art Director, Reproduction, Dominion Paper Box Co. Ltd., Toronto.

Clair Stewart, President, Stewart and Morrison Ltd., Toronto.

Chris Yaneff, President and Designer, Chris Yaneff, Ltd., Toronto.



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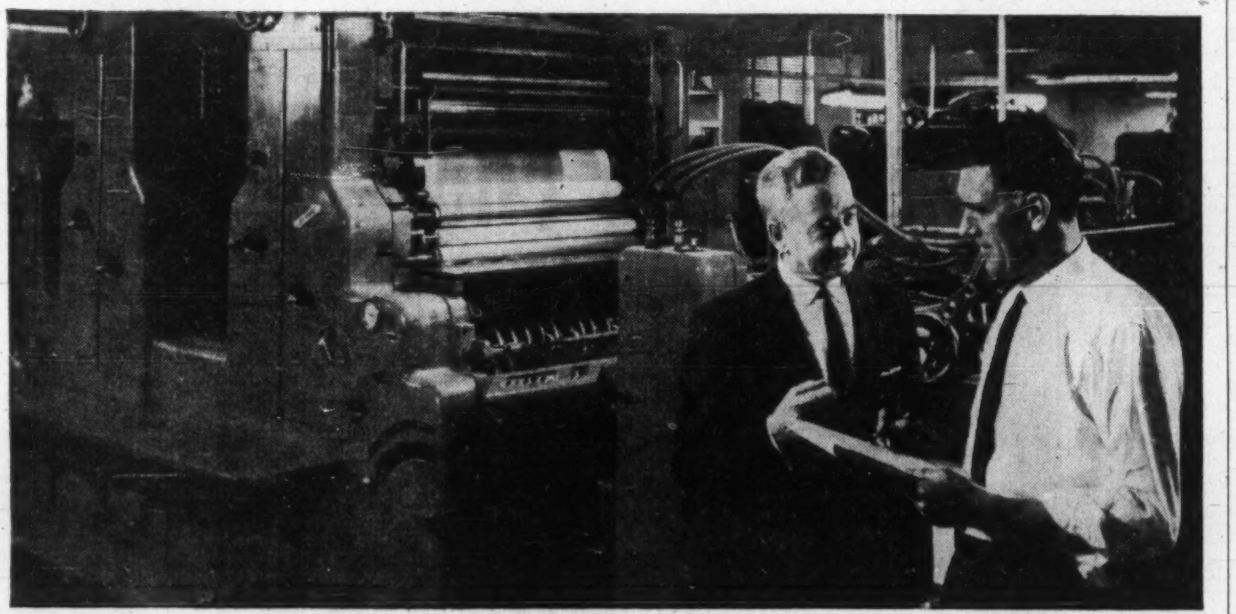

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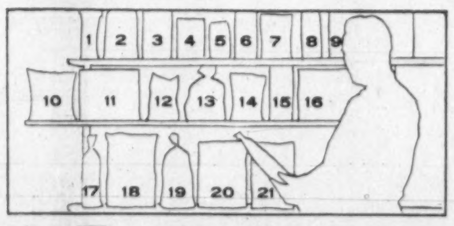

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60-23

These are 1960 Exhibitors At National Package Show

Here's your check list of exhibitors at the 9th annual Canadian National Packaging Exposition.

The three-day show opens Nov. 1 in the Automotive Building of Canadian National Exhibition grounds in Toronto.

Exhibitors are listed in alphabetical order along with sections and numbers of booths they will occupy.

A-B-C Packaging Machine, Toronto; booth E-11.

Acme Steel Co. of Canada Ltd., Toronto; booths D-10, 12.

Alliance Paper Mills Ltd., Toronto; booths A-21, B-22.

Alloy & Steel Fabricators of Canada Ltd., Toronto; booth E-34.

Aluminum Co. of Canada Ltd., Montreal; booths D-27, 29.

Aluminum Goods, Ltd., Closure Div., Toronto; booth A-19.

American Can Co. of Canada Ltd., Hamilton; booths A-4, 6, 8.

American Paper Box Company Ltd., Montreal: booths F-34, 36.

Ampak Limited, 69 Eastern Place, Montreal; booths G-16, 18.

Appleford Paper Products Ltd., Hamilton; booths D-13, 15.

Armstrong Cork Canada Limited, Montreal; booth J-3.

The Ault & Wiborg Co. of Canada Ltd., Toronto; booth F-32.

Avery Adhesive Label Corp. Canada Ltd., Rexdale, Ont.; booths C-34, 36.

W. & T. Avery (Canada) Ltd., Toronto; booths G-12, F-11.

Barnard Stamp & Stencil Limited, Hamilton; booth B-26.

Bartelt Engineering Co. Inc., Rockford, Ill.; booth J-7.

Bata Engineering, Div. of Bata Shoe Co. of Canada Ltd., Batawa, Ont., booths B-13, 15, C-14.

Bathurst Containers Limited, Montreal; booths G-7, 9, 11, 13, 15, 17.

Berkel Products Co. Ltd., Toronto; booth B-6.

Better Packages of Canada Ltd., Toronto: booths D-40, 42.

Bradshaw's Limited, Toronto; booths E-13, 15.

Canada Foils Limited, Toronto; booths B-29, 31.

Canada Paper Company, Montreal; booths F-27, 29.

The Canada Printing Ink Co. Ltd., Toronto; booth C-13.

Canadian Bonded Credits Limited, Toronto; booth A-35.

Canadian Cooperage Association, Waterloo, Ont.; booths B-33, 35.

Canadian International Paper Co., Kraft Board & Paper Sales, Montreal; booths E-17, 19, 21.

Canadian International Paper Co., Converted Products Sales, Montreal; booths F-18, 20, 22.

Canadian National Telegraphs — Canadian Pacific Communications, Toronto: booth G-5.

Canadian Packaging, Toronto; booth A-23.

Canadian Ribbon Tape Co. Ltd., Montreal; booth G-38.

Canadian Steel Strapping Co. Ltd., Toronto; booths F-6, 8, 10, 12.

Canadian Technical Tape Ltd., Montreal; booths F-33, 35.

Canners Machinery Limited, Simcoe, Ont.; booth A-15.

Cel-Fibe Division of Personal Products, Milltown, N.J.; booth F-38.

Chisholm Sales & Engineering, Niagara Falls; booths E-39, 41, F-40, 42.

Cleveland Containers Canada Ltd., Prescott, Ont.; booth A-17.

Cochrane Foilwares Ltd., Rexdale, Ont.; booth H-8.

Collett-Sproule Boxes Ltd., Scarborough, Ont.; booths B-23, C-24.

Coloroll of Canada Ltd., St. Stephen, N.B.: booth B-17.

Commercial Marking Systems Ltd., Toronto; booths B-14, 16.

Consolidated Bottle Co. Ltd., Toronto; booths G-1, G-3.

Consumers Glass Co. Ltd., Toronto; booths D-31, E-32.

Continental Can Co. of Canada Ltd., Toronto; booths A-18, 20, 22, 24, 26, 28, 30, 32.

Creative Display Advertising Ltd., Don Mills, Ont.; booth J-5.

Crown Cork and Seal Co. Ltd., Toronto; booth B-38.

Crown Zellerbach Canada, Vancouver; booth J-9.

John Dale (Canada) Limited, Toronto; booth D-35.

Dalamere & Williams Co. Ltd., Toronto; booths E-5, 7.

Dennison Mfg. Co. of Canada Ltd., Drummondville, Que.; booths C-6, 8.

Derby Sealers, Incorporated, Derby, Conn.: booth D-25.

Dominion Glass Company Ltd., Montreal; booths B-37, C-38.

Dominion Paper Box Co. Ltd., Toronto; booths C-16, 18.

Dow Chemical of Canada Limited, Sarnia; booths C-5, 7, D-6, 8.

Du Pont of Canada Ltd., Montreal; booths F-19, 21, G-20, 22.

Dural Products Ltd., Dorval Station, Que.; booth D-28.

Ekco Products Company (Canada) Ltd., Toronto; booth D-26.

E. W. Scale Co. Ltd., Toronto; booth B-25.

T. C. Fenton Ltd., Simcoe, Ont.; booth B-5.

Food In Canada, Toronto; booth C-39.

K. S. Fraser Co. Ltd., Toronto: booth F-37.

General Printing Ink Corp. of Canada Ltd., Toronto; booths B-19, 21.

General Shipping Equipment Ltd., Toronto; booths C-27, 29.

Gerrard Company Ltd., Hamilton; booths F-28, 30.

R. S. Gold Co. Ltd., Toronto; booths C-20, 22.

Gorrie Advertising Limited, Toronto; booth G-35.

Graco Sales & Service, Toronto; booths H-3, 4.

Griswold Engineering, Montreal; booths D-5, 7, 9, 11, E-6, 8, 10, 12.

Guardian Chemical & Equipment Co. Ltd., St. Laurent, Que.; booth A-37.

E. & A. Gunther Co. Ltd., Brantford, Ont.: booth J-4.

Hendershot Paper Products Ltd., Burlington, Ont.; booths A-14, 16.

Herman & Leal Ltd., Montreal; booth H-9.

Hinde and Dauch Limited, Toronto; booths G-19, 21, 23, 25, 27.

Hubbard Oven Co. Ltd., Toronto; booth D-33.

Hygrade Containers Ltd., Montreal; booths E-17, 19, 21, F-18, 20, 22.

Imco Container (Canada) Ltd., Cooksville, Ont.; booths A-27, 29.

Industrial Steel & Fibre Ltd., Montreal; booth E-31.

Ivers-Lee Co. (Canada) Ltd., Brampton, Ont.; booth F-17.

Jagenberg of Canada Ltd., Toronto; booths A-11, B-12.

Jonergin Co. Inc., Verdun, Montreal: booths E-27, 29.

H. G. Kalish Co., Ltd., Montreal; E-33, 35, 37.

The Kendall Co. (Canada) Ltd., Polyken Sales Div., Toronto; booths E-28, 30.

A. Kimball Limited, Toronto; booth G-31.

Kimberly - Clark Corporation, Neenah, Wisc.; booths F-13, 15.

Kleen-Stik Products Ltd., Weston, Ont.; booth A-9.

Lansing Bagnall of Canada Ltd., Rexdale, Ont.; booths B-9, 11, C-10, 12.

Lawson & Jones Ltd., Toronto; booths F-14, 16.

London Stamp & Stencil (Ontario) Ltd., Toronto; booths E-14, 16.

Marathon Packages Limited, Toronto; booths G-34, 36.

Mastex Industries Limited, Winnipeg: booth E-26.

Minnesota Mining & Manufacturing of Canada Ltd., London, Ont.; booths C-33, 35, 37, D-34, 36, 38.

Modern Containers Limited, Scarborough, Ont.; booth D-37.

Nashua (Canada) Limited, Peterborough, Ont.; booth D-21.

National Equipment Corporation, New York; booths B-18, 20.

National Starch & Chemical Co. (Canada) Ltd., Toronto; booths E-20, 22.

Oliver Machinery Co., Grand Rapids 2, Mich.; booth A-31.

Ortman-McCain Co., Chicago; booth G-29.

Packaging Association of Canada, Toronto; booths F-7, 9, G-8, 10.

Packaging Equipment Service Ltd., Willowdale, Ont.; booths E-24, D-23.

Packaging Laboratories & Designing Ltd., Montreal: booths B-39, 41, C-40, 42.

Packaging Progress, Montreal; booths A-39, 41.

Pembroke Shook Mills Ltd., Pembroke, Ont.; booths A-5, 7.

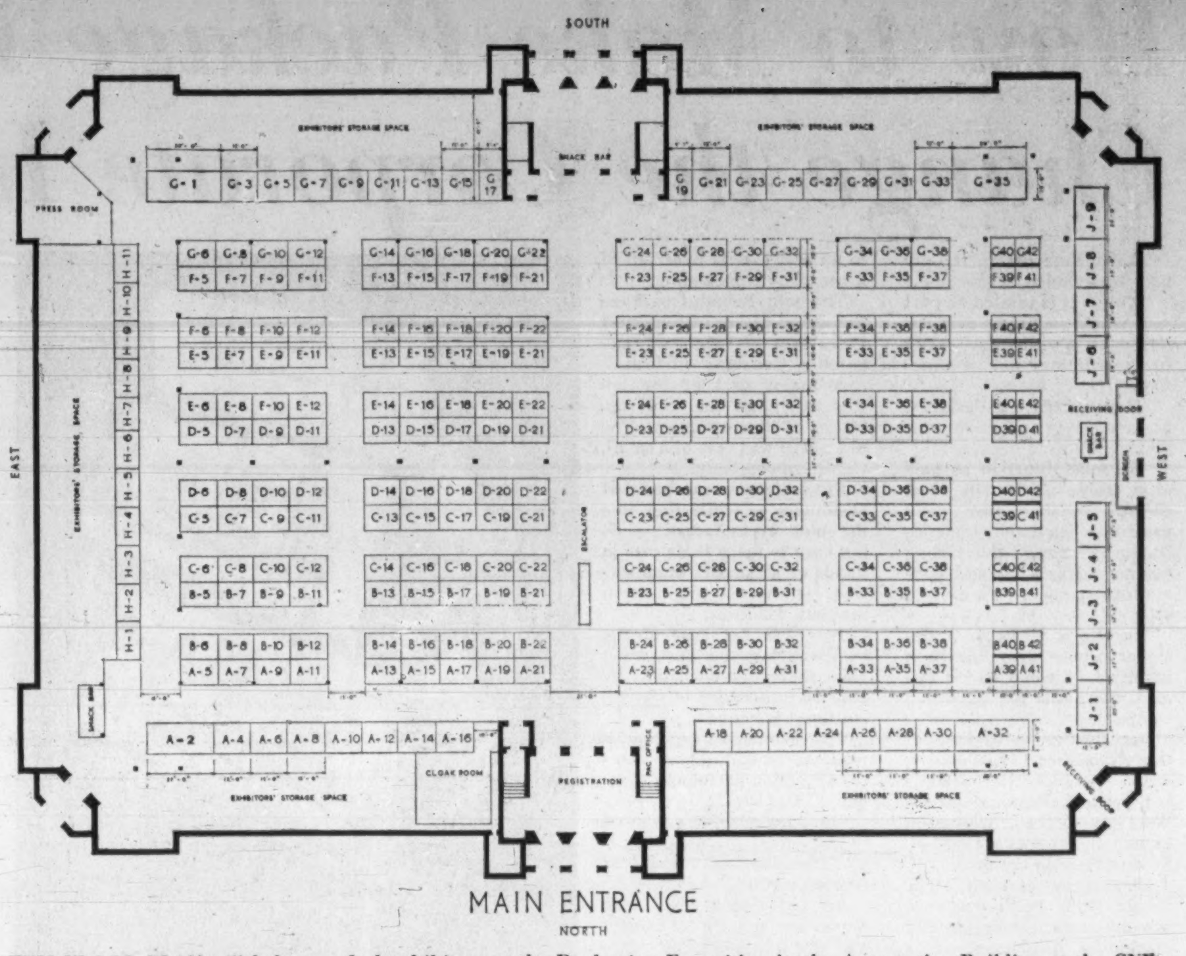
Plastic Bottle Sales Limited, Downsview, Ont.; booths F-39, 41.

Plax Canada Ltd., Toronto; booths C-28, 30, 32.

Polybottle Limited, Toronto booth A-13.

Polycoating & Films Ltd., Kitchener, Ont.; booth B-7.

Polyethelene Bag Mfg. Co., Ltd., Winnipeg; booths H-10, 11.



THIS FLOOR PLAN will help you find exhibitors at the Packaging Exposition in the Automotive Building at the CNE, Toronto. Companies exhibiting are listed on this page. Cross-check its section and booth number with this plan.

The J. E. Poole Company Ltd., Toronto; booths B-24, 28.

Potdevin Export Corporation, Teterboro, N.J.; booths G-31, 33.

Prenco Progress & Engineering Corp. Ltd., Toronto; booths B-40, 42.

Rapistan Canada Limited, Toronto: booths G-32, F-31.

Reid Press Ltd., Hamilton; booth B-30.

Reynolds Aluminum Co. of Canada Ltd., Montreal; booths C-23, 25.

Rheem Canada Ltd., Hamilton; booth D-24.

E. S. & A. Robinson (Canada) Ltd., Toronto; booths A-10, 12.

Rolph - Clark - Stone Ltd., Toronto; booths E-23, 25, F-24.

Rosedale Plastics International Ltd., Toronto; booths D-16, 18.

Sellotape Canada Limited, Toronto; booth D-14.

Sherbrooke Paper Products Ltd., La Salle, Que.; booths F-5, G-6.

Sinclair & Valentine Co. of Canada Ltd., Toronto; booths H-1, 2.

Somerville Ltd., London, Ont.: booths G-24, 26, F-23. 25.

Standard Instruments (Canada) Ltd., Scarborough, Ont.; booth F-26.

Stanley Manufacturing Co. Ltd., Toronto; booths D-30, 32.

Stathmos Scale Manufacturing Ltd., Toronto; booth D-17.

Stein-Hall Ltd., Toronto; booth C-26.

Sten-C-Labl Co. of Canada, Toronto; booth G-42.

Sterling Marking Products Ltd., London, Ont.; booths D-39, 41, E-42, 40.

Stoffel Seals of Canada, Ltd., Toronto; booth D-19.

Swift Canadian Co. Ltd., Toronto: booths C-15, 17.

TCF of Canada Limited, Montreal; booths C-19, 21, D-20, 22.

Tetra Pak Co. Ltd., Don Mills, Ont.; booth C-41.

Tri-Sure Products Ltd., St. Catharines, Ont.; booths B-8, 10.

Twinpak Limited, Montreal; booths H-5, 6, 7.

Union Carbide Canada Ltd Visking Division, Toronto; booths J-1, 2.

Universal Packaging Products Ltd., Toronto; booth B-27.

Utility Paper Co. Ltd., London, Ont.; booth G-14.

Varigraph Sales Co., Toronto; booth G-40.

S. Vesot Company Ltd., Joliette, Que.; booth D-28.

Weber Marking Systems, Div. of Weber Addressing Machine Co. Inc., Mount Prospect, Ill.; booths B-14, 16.

Wilmod Machinery Co. Ltd., Toronto; booth J-6.

J. C. Wilson Ltd., Montreal; booths E-36, 38.

Wood Conversion Co., Saint Paul 1, Minn.; booth B-32.

John Wood Co. Ltd., Toronto; booth A-25.

The Woodman Co. Inc., Decatur, Georgia; booths A-33, B-34.

PAC Helps Keep Order In a Booming Industry

Packaging has moved forward in the past 10 years as have few other major industries.

Companies have poured an estimated $200 million into packaging equipment and machinery investment in that time.

In view of the quick growth, the industry has managed to maintain a substantial degree of order, stability and identity.

A big share of credit must go to the Packaging Association of Canada.

In 1950, a group of firms co-operated to launch the association.

It gained immediate recognition and support, and has been pushing ahead with the volatile industry ever since.

Its first seminars and national conference sounded a new note for the robust packaging business in Canada. Now, it had a voice, an office to co-ordinate efforts for improvement of methods, to sell management on the potential of this relatively new marketing technique.

Packaging — with formation of PAC—could no longer be considered an offshoot of advertising or shipping or any other company department. It would stand on its own feet.

The industry by its nature cuts across industry lines, through departments within companies. It affects both sales and production.

From the start, the association undertook a wide range of activities to bring together many diverse elements of industry. It encouraged exchange of information between companies, between suppliers and users of packaging, between transportation people and shippers, between sales and production.

The advantages: This has permitted the building by one on what another has learned, avoiding costly duplication of effort.

PAC has spearheaded the packaging industry's public relations activity. And it has provided the setting for meetings of business and governments to work out solutions to problems common to all segments of packaging business.

Members include those who use and those who supply packaging materials, machinery and services, package designers and engineers.

The association works through six divisions and other committees to bring ideas, case histories, solutions to technical problems to its membership. There are workshop seminars, technical reports, divisional reports, regional conferences and a national packaging conference.

These are the divisions of PAC:

Technical Institute, Bulk Packaging Institute, Canadian Package Design Council, Canadian Point-of-Purchase Advertising Institute, Traffic Managers' Council and the Packaging Educational Course.

There are chapters of PAC in Montreal and Vancouver, besides Toronto where head office is located.

A problem-answering-service is available to members. Any technical problem on packaging or distribution of a product may be submitted to all the membership, with identity of both the requesting and reply companies remaining confidential. **There is no charge for this unusual service.**

The PAC Digest, issued monthly, reviews 43 Canadian, U. S. and U. K. trade magazines for items of interest on packaging or merchandising.

Full-time director of the association is L. G. Jamison, general manager.

Membership is open to every company actively engaged in use or supply of packaging material, equipment or services, or in point-of-purchase materials, and to package engineers, designers, wholesale and retail merchants and to all personnel in any such firms.

Freight Rate Hikes Costly

Any increase in freight rates which may come in the future will have a more direct effect on the consumer than other increases since the end of the war, according to William Retter of the Packaging Association of Canada.

Mr. Retter, who is chairman of the 9th Annual National Packaging Exposition which opens Nov. 1 in the Automotive Building, Exhibition Park, Toronto, says that packaging efficiencies in the past few years have helped considerably in keeping freight costs down.

"Almost simultaneously with each increase in freight rates, the packaging industry has come up with improvements to help manufacturers fight higher costs," says Mr. Retter.

"Packaging materials of all types have been made lighter, less bulky, and more sturdy, and the saving has been passed on to the consumer.

"But we've just about reached the end of our tether on reductions of this type. I can't see room for further improvement at this time."

Inner layer reversed so your foot is in contact with soft side of the fabric! The only socks in the world endorsed for Health and Comfort by the National Foot Health Council.

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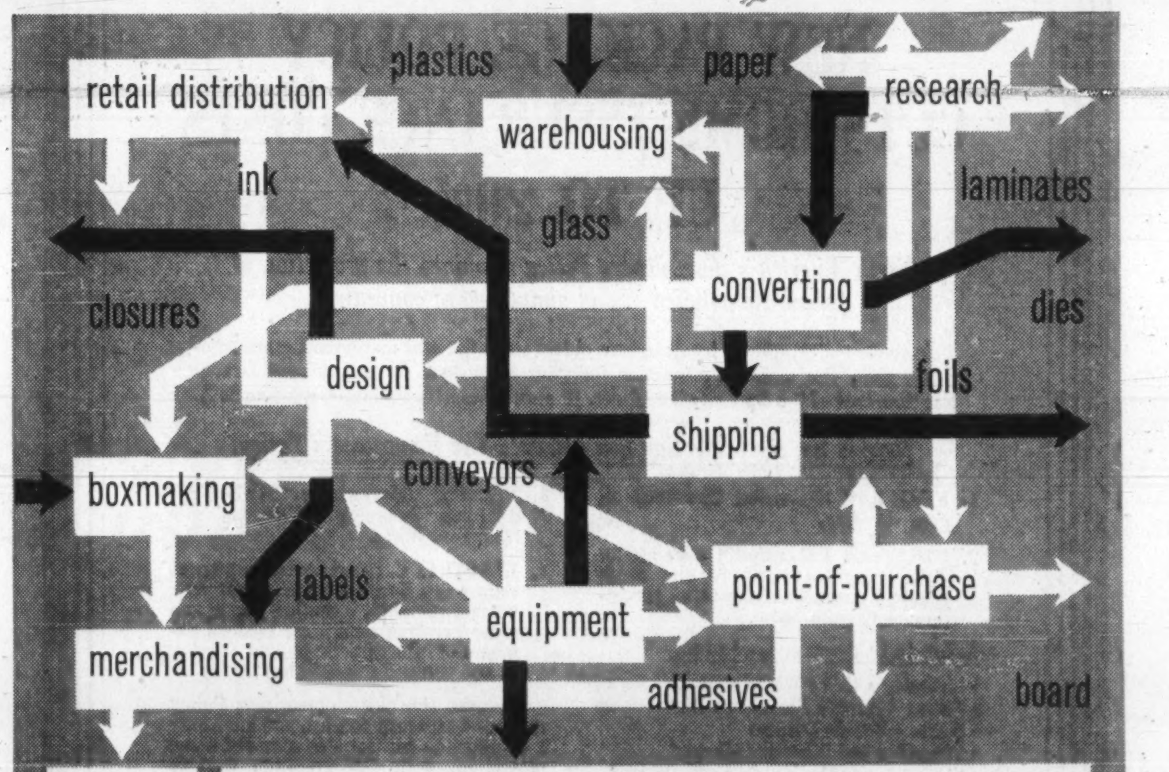

reach & sell all facets of the Canadian packaging scene through one proven publication . . .

Canadian Packaging

A MACLEAN-HUNTER PUBLICATION

481 University Avenue, Toronto 2
1242 Peel Street, Montreal 2
1030 West Georgia Street, Vancouver

How to Make Package Design Change the Corporate Image

"A package design is only part of a much bigger job.

"Unless it is treated as part of a whole — unless it is co-ordinated with the other parts — it may not be effective.

"If you isolate a designer, he cannot work effectively for you.

"**He must function as part of a team which will work toward putting over your project,** a team that includes product men, purchasing agents, advertising and promotion people, several others."

These are views of a designer whose firm has been involved in some major design overhauls for Canadian companies.

Ernest Orr, president of **Orr Associates Ltd.,** Toronto, draws on industrial designing, product planning and related experience as well as on knowledge of package design. So do others in the firm.

Experience in such other design fields helps ensure a broad approach to design and marketing problems of a company, Orr says.

The face your firm turns to the public can tell what you stand for, it can inspire confidence and move products. That face is the design of product and package.

Orr points out it can fail easily enough too — through fuzzy visual impact, inconsistency of design among different items of a product line, poor color.

"Often a complete revamp of design is the cheapest way to improvement for a company whose design has become confused, inconsistent and outdated over the years."

Orr offers a case history to illustrate the ideal approach to an end-to-end overhaul of a company's packaging.

The job: Revamp package and other design of **Supertest Petroleum** — vigorous expanding Canadian oil firm.

A major part of the job was to change the corporate image of the company. The old image was that of a small, Canadian company.

But designers reasoned that customers — while they like the idea of Canadian — do not care to place their cars in hands of a "small" organization lacking all the modern research facilities.

This was not true of the company but the impression was there, accentuated by lack of uniformity of design, cluttered packages.

"We wanted an image of a modern, expanding, successful Canadian petroleum company," Orr says.

"In particular, we wanted to get across the idea that it was Canadian and that it was tops on service."

An old maple leaf trade mark was not contemporary and was fuzzy, designers felt.

It was replaced by a stylized maple leaf, in orange color, carrying only the words "Supertest — All-Canadian." It was an improvement in both legibility and recognition.

"The key to good design is a good trade mark and good color," Orr says.

Once the mark was established, it was applied to all company signs, packages, TV format, stationery, and so on.

Orange had been established as the company color, with green and black added in some designs.

Now, white was used to complement the orange — white, the color suggesting cleanliness. That suggestion is necessary in service stations.

NEW PERSONALITY design for Supertest family of products.

In pinpointing the color, a spectrophotometric curve was carried out. **A color consultant was called in for the complex job and designers also worked with National Research Council at Ottawa.**

The end purpose was to permit the matching of colors by instrument rather than by eye. As a result, the company was able to publish a booklet on its standard colors, presenting swatches of color for visual reference, each tagged numerically for specification.

Suppliers must match the specified colors within tolerance limits — about 1½% light or dark — and anything outside these limits may be rejected by the company.

In the project, there was detailed planning before designing began.

"Design should be the visual expression of your planning," Orr says.

One product item — anti-freeze — shows what happened in the Supertest overhaul. The old package was wordy, carrying a brand name as well as the company mark. **The trade name was dropped in favor of "Supertest Anti-Freeze" and descriptions such as "permanent" were dropped as unnecessary.**

"We assumed public confidence in the company and its product," Orr says. "A good corporate image doesn't need extra words to bolster it."

"If package designs differ from item to item, it means the company is presenting a different face to the public each time. This leads to lack of confidence."

No single package was submitted for approval until eight dummy items had been prepared. This permitted the company management to judge the design as a "family group."

Another design project of Orr's illustrating the co-ordinated approach, involved **Christie's Bread.**

This was a fast job on a new product called "Sociables" — a package of crackers designed for home entertainment purposes.

There was a lapse of only about four months from decision to produce until distribution began.

Planning and production of the product, purchasing materials and designing, advertising and promotion all were co-ordinated. The distribution date was set, and everyone worked back from there.

Because planning came first, the designers had a "feeling" for the product well before they sat down at drafting boards to create designs.

"That allowed for a quickly executed design," Orr says.

"If other businesses tackled a program like this, they would be much stronger in the market," he believes.

Here are more of his design views:

Although there are few manufacturers who can afford design that does not sell their product, they continue to buy the slick stuff that so many studios grind out in sophisticated efficiency. It's hard to understand.

But the buyer of design is not alone at fault.

Probably, the smallest package in the world is a designer who is wrapped up in himself. Or one with his head stuck under the drawing board, or in the Art Directors Club looking for the **reward** of design **awards.**

Most designers, on the other hand, are well-balanced. They play reasonably good golf, spend a lot of time in stores, like women, and eagerly broaden their activities and interests.

They are generally sensitive to people and are sincere students of human behavior.

The vast majority of commercial packaging, however, is designed in an art studio which, if not an ivory tower, is certainly far enough removed from research, marketing and shopping environment, that it is astonishing there are not more design failures.

"Only four out of five new products fail." That is **only 80% failure.**

The package, like the product, has been labeled a "silent salesman". But how silent can it get?

Consider the number of packages that say nothing at all about the product, its end use, its advantages, or its difference from competition.

Packaging for To-morrow

...and an invitation!

We cordially invite you to visit our exhibits at the ninth annual Canadian National Packaging Exposition, held in the Automotive Building Nov. 1-2-3, at the C.N.E. grounds, Toronto.

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*With Securities at market value December 31, 1959

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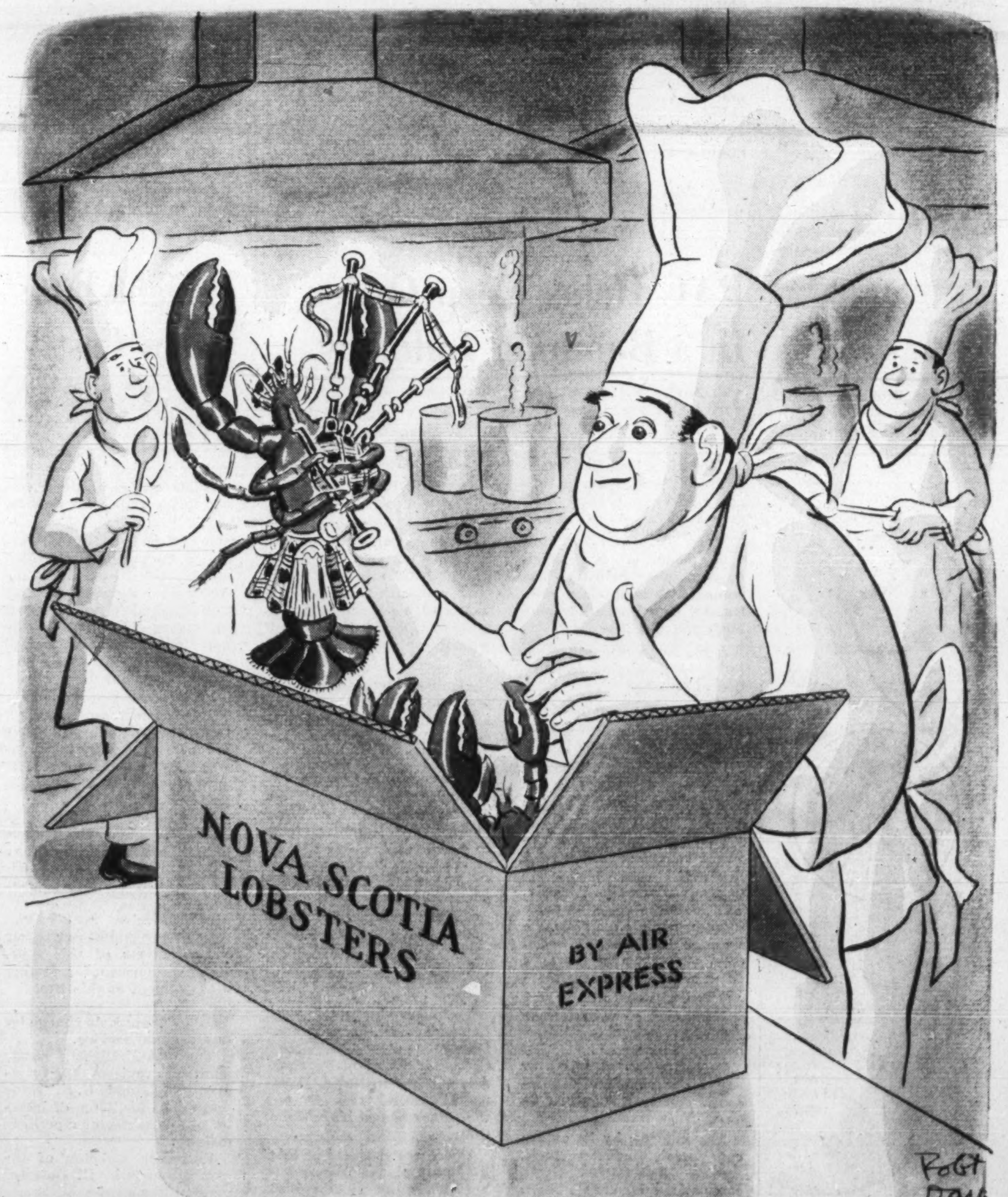

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Product Visibility New Way of Life

By F. S. McCARTHY,
Du Pont of Canada

One of the most significant things that has happened to the packaging industry in the last few decades has been the trend to making the packaged product more and more visible.

The concept may have started with glass containers, but with the advent of low-cost, moisture-proof cellulose film the whole idea of transparent packaging exploded into a new way of life for merchants and for shoppers.

In the 30 years since "Cellophane" cellulose film was introduced on this continent, it has served like Atlas to sustain the world of transparent packaging.

The whole structure of supermarkets, self-service and new product merchandising as well as the sales of countless packages owe much to the glittering appeal of "Cellophane", the first and oldest of packaging films.

It has been a major force in changing the shopping habits of North America and effecting a shopping pattern that is finding acceptance in countries throughout the world.

But its distinctive position is being challenged today by any number of other films developed in chemists' test tubes. There are so many varities of packaging film available today that manufacturers are often confused as to which film is best for wrapping their products.

Despite this challenge "Cellophane" remains the leading packaging film. More cellulose film is sold than all other packaging films combined.

This competition from newer films has stimulated an inventive drive that has resulted in major new developments for cellulose film as a packaging material.

It has also made evident that the secret of success for "Cellophane" in the packaging industry is its adaptability. Cellulose film is the easiest to run on wrapping and converting machinery.

This is one of the greatest advantages it has over other packaging films.

All the evidence that can be mustered points to a continued expansion rather than a decline in the use of "Cellophane". There is no doubt that the sale of cellulose film will be larger for 1960 than it was in 1959. And it was larger in 1959 than it was in 1958.

The tremendous expansion in the use of newer materials such as polyethylene may affect some sections of the cellulose film market. But newer uses for cellulose film are being developed all the time.

Cellulose film is, for instance, one of the most effective base sheets for extrusion-coating and laminating combinations of transparent films.

Canadian production of extrusion-coated films has just been started. This provides a strong new packaging material with polyethylene extruded as a coating onto "Cellophane", "Mylar" polyester film and other individual films.

These new Canadian coated films will serve many producers who heretofore have had to send printed film to the U. S. to have it coated there and returned to Canada. This process alone will account for the sale of thousands of pounds of Canadian-made "Cellophane".

It will also provide a ready supply of transparent packaging material for vacuum packaging of processed meats, cheese, snacks and other Canadian products.

The appeal of cellulose film has always been its handsome sheen as well as its protective quality. It is this which becomes a force in merchandising. By coating this film, almost any desired characteristic required for packaging a product may be achieved.

There are more than 30 different types of cellulose film made in Canada.

These are often in competition with such films as polyethylene, acetate, vinyl, polyesters, polyvinylidene chloride and polystyrene.

There are still other films with highly-specialized uses, all challenging the old man of the industry.

But now and for the foreseeable future, cellulose film is the single film which provides the greatest variety of desirable characteristics. The people who have used cellulose film for the longest time are still its biggest customers.

More than three-quarters of cellulose film produced, either in U. S. or Canada, is used by the food industry. **There will be, in both countries, sharp increases in annual food sales in the next 10 years.** There will also be increases in the poundage of celulose film used in wrapping these products.

Convenience marketing — instant foods, individual portions, boil-in-the-bag, vacuum and gas packaging, dual bags and other similar advances in transparent packaging — will keep cellulose film the leader it has been.

Undoubtedly there will be modifications. But "Cellophane" responds readily to new treatment which adapts it to the demands of flexible film packaging.

A major example of this was the production of polymer-coated "Cellophane" primarily to meet the demands of the bakery, snacks and confectionery industries.

These "K" cellulose films, as they are known, are a type of "Cellophane" coated with polyvinylidene chloride.

This coating means that products packaged in the film have outstanding protection against moisture loss or gain. The products thus keep their flavor and freshness for longer periods.

Because the coating on the "K" film does not break down through handling, this type of film has greater durability.

It resists wrinkling and puckering. **It is designed to give added strength against cold also increasing its durability.** The "K" film also resists degrading by oils, cooking fats and shortening. One laboratory test of a fruit cake wrapped in this type of "K" cellulose film, for instance, stayed soft for over a year.

The habits of shoppers demand more and more convenience. A survey reported that a supermarket shopper is confronted by 200 articles during every minute of shopping.

The appeal of a product in a transparent package has been proven. The shopper makes seven out of 10 buying decisions right in the store. She sees an item and puts it in her shopping basket. These in-store decisions have increased by 10% since 1954. Visibility of the product is obviously becoming more important.

There is no doubt the future will bring substantial gains not only for the new films used in packaging but increasing use of "Cellophane" as a packaging material.

It is a competitive world but stimulating both to the producers of the packaging materials and the product manufacturers.

The promise for consumers is to make shopping an even easier chore.

NEW BISCUIT and wafer line of Dare Biscuits Co. are packaged in KST Cellophane cellulose film, shown here by President C. M. DARE.

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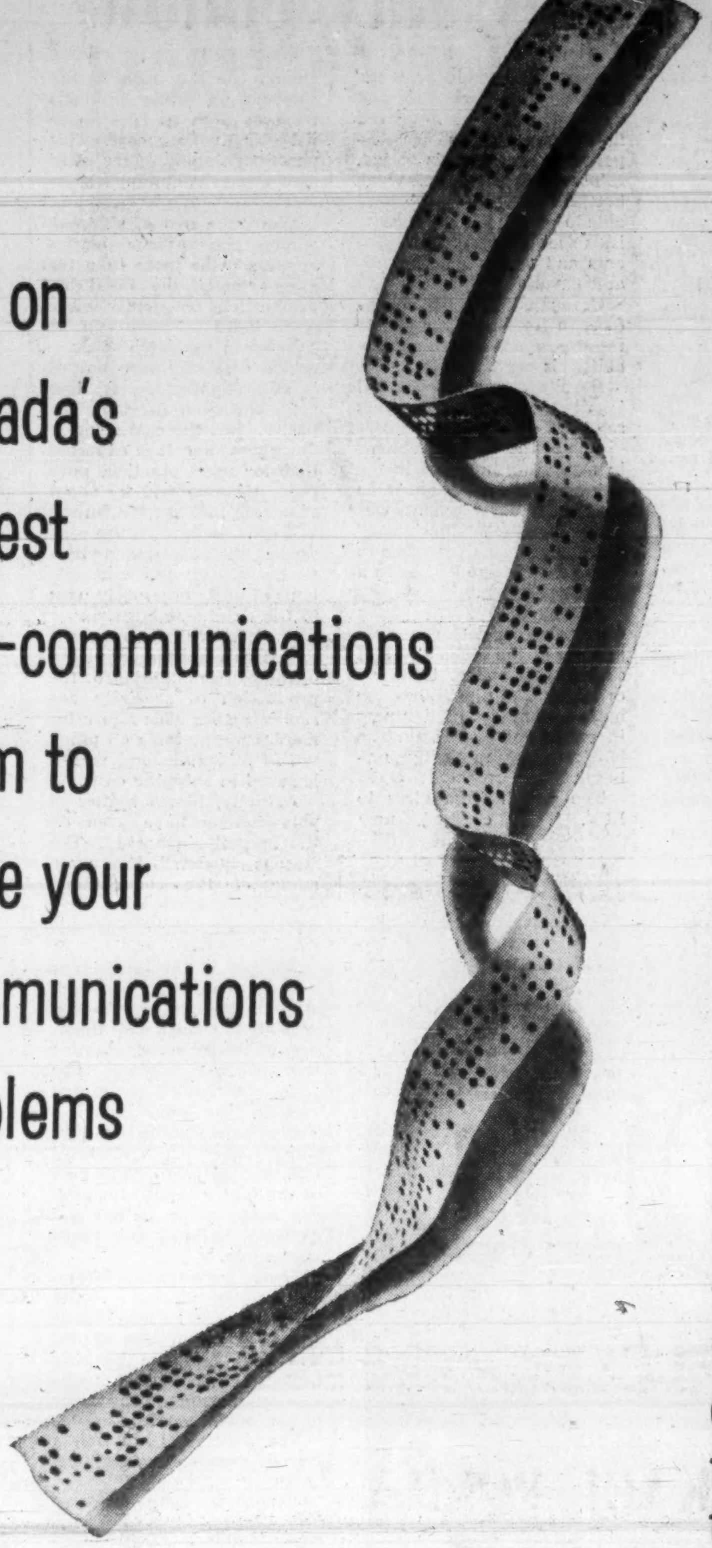

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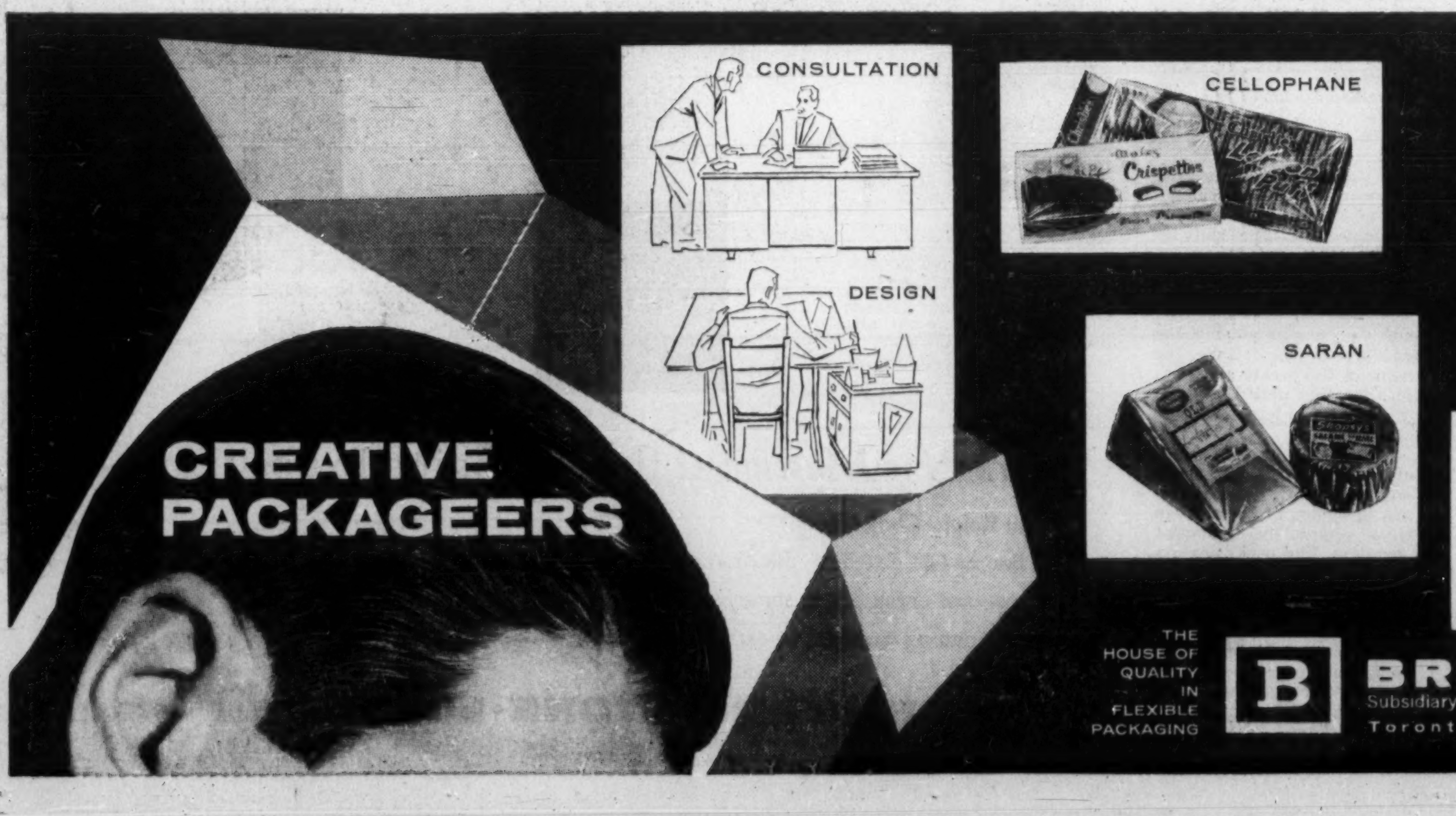

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Detergents Flow into Poly Bottles, Polishes, Waxes, Honey May Follow

This year there has been the surge onto supermarket shelves of blow-moulded linear polyethylene bottles for packaging light-duty detergents.

Virtually every big name in the detergent business has put at least one of its product lines into the polyethylene bottle.

Years of testing followed the technical break-through that made the move possible. This testing, in laboratories and store shelves, went on primarily in the U. S.

But the Canadian market is reflecting the success of the trial runs, which went into commercial practice this year. More and more of the linear polyethylene detergent bottles now are being seen on retailers' shelves.

Potential of the high-density polyethylene bottle:

The detergent business alone in the U. S. has been estimated for 1960-1961 as a 50,000,000-lb. linear polyethylene resin market.

In Canada this has been estimated at a 2,000,000-lb. resin market. Bottles for the detergent business fall into the 12, 24 and 32-oz. categories.

The detergent business is apparently only a start for this type of high strength, rigid polyethylene bottle. It has been suggested that other products may create markets for linear polyethylene bottles that will dwarf that of the detergent field. Technological research toward making this possible is going on all the time.

Such other products as bleaches, liquid floor wax, table syrup, honey, shoe polish and vinegar are being tested in blow-moulded bottles of LPE.

Outboard motor oil is already being packaged in these bottles by a major Canadian oil company. So are industrial chemicals such as hydrochloric acid.

Because the size of the market for the blow-moulded bottle of linear polyethylene is large, extensive preliminary research was carried on.

About one year of testing and planning is usually required to ensure a satisfactory package from a technical point of view.

Increased knowledge of the technology of packaging and the appearance of improved filling mechanisms are expected to shorten this period.

The linear polyethylene bottles are somewhat permeable to certain kinds of chemicals such as petroleum solvents and many essential oils and flavors.

Care must be taken, therefore, in limiting their use to those products where permeability is not a problem.

Despite this the potential is still tremendous, observers say.

One of the major problems in marketing products in the bottles was decoration. One significant development was the Denison "Therimage" process for transferring up to four colors to the bottles in a single operation.

Polyethylene bottles have penetrated the detergent field because of the important cost savings that appear to be inevitable. The plastic has the basic advantages of lightness in weight and durability. The bottles are practically unbreakable.

The switch from glass to LPE, it is claimed, may change the fare ratio in the shipping of some products from as high as ·0% to as little as five per cent. This permits shipping of far more products at minimum freight rates.

While the cost of shipping empty polyethylene bottles appears to be more than for glass or metal, the actual cost per bottle is frequently lower since more of them can be shipped in the same space.

The cost of linear bottles is still slightly higher than glass bottles of the same capacity. But the cost trend is downward and it is expected that for most practical purposes the two will be about the same in the near future.

Where metal cans are concerned, the polyethylene bottle has already replaced millions of units previously used in the detergent business.

The cost of the two types is comparable but the versatility of the plastic material for the production of specially designed shapes adds allure for merchandisers keen on product identification and money is saved in shipping costs.

Actually, blown bottles of polyethylene have been on the market since 1946. The famous squeeze bottles were made of the conventional soft-type polyethylene. This soft-type is still used for the squeeze bottles.

The use of the linear-type polyethylene with its high strength and rigidity made it possible to reduce wall thickness of bottles while retaining the bottles' stiffness and shape. This saving in material explains the lower cost.

Bottle sizes of the LPE type range from 2 oz. to 128 oz.

Bulk chemical containers of the high-strength material are made in up to five-gal. capacity. Almost any shape is possible.

Linear polyethylene bottles are made by closing a mould in the shape of the bottle around a molten tube of LPE and then blowing the tube outward, forcing it to conform and harden in the shape of the bottle mould.

The method is not unlike the one used for blowing glass bottles.

There are many different kinds of machines available for this purpose, and further mechanical developments increasing their speed and capacity are appearing almost daily.

Six Canadian companies are making containers by this process. Several others have similar machines for blow-moulding other items such as toys and housewares.

Three or four more companies are expected to enter the field in the near future.

There are still many technical problems to be solved before linear polyethylene reaches its maturity in the bottle packaging field.

But a bottle that doesn't break, resists denting and doesn't leak and which is still extremely light weight and can be printed on directly in attractive hue, offers possibilities that are not going unheeded, manufacturers say.

Easy-Opening Bacon Pack

Tux is a new bacon packaging development recently introduced into Canada by **Marathon Packages Ltd.,** Toronto. It is the result of intensive research into the packers' requirements in bacon packaging and those of the marketer and consumer.

The Tux package itself is a single-unit type and for the benefit of the end-user features an easy-opening lift-flap and a tray which carries the bacon. The tray slides out and in smoothly and the package recloses. Thus the name of the packer stays before the user until the bacon is used up and leads to repeat sales.

Special equipment is required for Tux packaging and from start, through filling, to sealing of the package is a completely automatic operation. The packer enjoys a considerable saving in production since manpower is reduced by as many as three persons.

Tux packaging offers definite advantages to the marketer, too. Packages are completely sealed, tamperproof and are shaped for fast handling and easy stacking.

How can you save another penny on packaging?

There's one safe way to save money on your corrugated boxes: Have Hinde & Dauch's packaging experts examine your containers and evaluate your shipping procedure. They'll look for waste in box design (such as over-packing or too-complex interior pieces). And they'll study your packaging operations for signs of inefficiency. If they can save you a penny here—another cent there—you'll be dollars ahead in the final balance. Why not talk it over with Hinde & Dauch?

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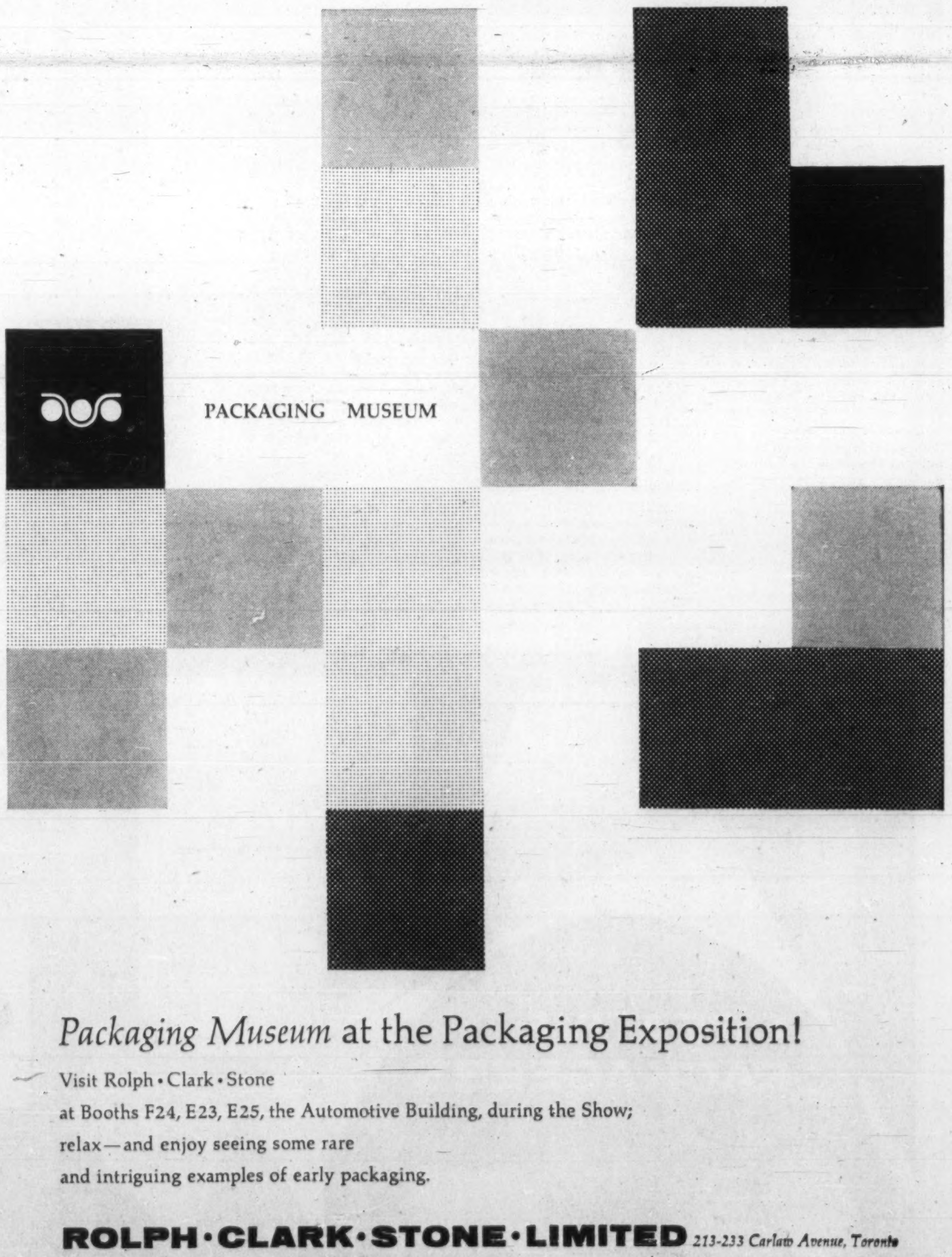

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Streamlining New Key To 'Total Distribution'

You will be hearing more about the "total distribution" concept of marketing goods in a competitive economy.

And you will meet a new man in management — the traffic manager — involved in this phase of business.

This is just one of the changes which are developing in modern management which gears itself more and more for integrated marketing.

Such marketing activities **as consumer studies, design and development, packaging, advertising,** sales, market studies and distribution are involved here.

In distribution, ideas are changing fast — and so are the responsibilities of traffic managers.

"The key word in distribution today is 'streamline'," one management consultant says.

At one time, distribution was a matter of cost alone. Now, customer convenience, speed, servicing, advertising effectiveness are all factors in determining channels of distribution.

This is basically the reason for the current rise of traffic men to places of widened responsibilities. In many instances, they are becoming distribution managers, in name as well as function.

The new art of physical marketing will likely flourish in Canada as well as the U. S.

One reason for it: Distribution costs have risen markedly.

"Distribution is not usually organized very well — too many distribution functions are left to fall between the chairs, split between sales and manufacturing," one U. S. executive complains.

As profit margins tighten — as they are in many industries — management looks more closely at costs and how to battle them.

In Canada, the Canadian Industrial Traffic League has surveyed its members to determine trends in techniques, expanding areas of responsibilities, the future patterns.

Traffic management is now identified with middle management but may become associated more closely with top management in the future, surveyed members feel.

Demands made on traffic men will likely increase and responsibilities will expand to include materials handling and all aspects of distribution.

There will be more emphasis on formal training, good grounding in traffic matters.

(The league, two years ago, formed the Canadian Institute of Traffic & Transportation to set up standards of education and training.)

More and more, traffic men are moving into top level planning conferences in large firms — particularly where more than one plant is involved and where product lines are wide.

They are also playing a bigger part in the cost picture than ever, the survey indicates.

As transportation plays a big part in sales, need for precise transportation costs data grows. So, the man with the information takes an active part in pricing products.

Here are some results from survey, covering other areas of responsibilities now undertaken by traffic men:

- **Some 30% of respondents actively co-operate with other areas of company activity,** including sales, purchasing, operating and finance, manufacturing.
- **In transportation planning and studies, 28% were active. This includes warehouse studies, inventory control,** level of customer orders, cost data, customer relations, forecasting for management, studies on potential sales areas and potential source areas.
- **Interest in the establishment of practices and procedures for efficient transportation was reported by 22%** of those replying. This heading includes planning and forecasting production, operations, warehouse stock levels, analysis of competitive freight rate structures
- **About 20% indicated they were involved in distribution management analysis** — that is, sales plans, cost studies, selling prices and sales areas.
- **Purchasing studies involved 17%.** These covered sources of material, provision of rate information, insurance details and carrier equipment for the purchasing department.
- **Some 5% said they were concerned** with materials handling.
- **Some 4% had influence in the field of packaging.**

The league, directed by R. Eric Gracey, general secretary, has more than 1,200 members from some 600 industrial and commercial firms and other organizations.

Corrugated Now Stronger But Lighter

Corrugated containers, the backbone of product distribution, have reached a high degree of performance efficiency during the past five years.

Strides have been made in the direction of board strength, without increasing board weight. Lighter weight containers have resulted in improved methods in shipping, warehousing and handling.

The use of other materials in combination with corrugated board is expanding; such as, plastic bags and molded polyethylene drums inside of corrugated containers.

The development of moisture-proof, or weather-proofness of board is made possible through the use of water-resistant adhesives.

In advances toward better appearance boards are not only more colorful and brighter surfaced, but are printed in more colors and by better methods.

As a result of intensive research, the fresh produce field has shown a strong swing to the use of corrugated in fruit baskets and shipping containers. Poultry and egg boxes are also being shipped in corrugated.

One of the major improvements during the past five years has been the suitability and adaptability of board to printing. Improvement of receptivity of board to printing has resulted in maximum color reproduction giving a highly naturalistic appearance to all products.

Carton board is now meeting the stringent product demands of high-speed filling, handling and storage conditions.

The use of specially treated boards; laminations and coatings; has given users a much wider application for folding cartons.

With the trend toward lightweighting of glass, bottle shipments have been appreciably reduced in weight, providing a more reasonable freight cost.

Another aid which has proven a boon to the users of returnable bottles has been the silicone coating process which increases the trippage and reduces scratching and bruising. Glass coatings are also applied where the economics of the package warrant.

Variety in shapes and designs of bottles have increased the merchandising potential of glass packaging without seriously affecting production costs.

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How important is packaging? Well, an inferior package can be a coffin for a promising product. They bury a few of these unfortunates every year. On the other hand, potent, eye-pleasing, "pick me" packaging sells on sight from shelves everywhere. That's how important packaging is.

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Freight cost	—	—	2.09*
Carton dividers	4.05	not required	4.05
Carton costs	4.70	4.35	.35
		TOTAL	$8.70

**Freight costs were based on shipping weight averages. Comparison based on similarly decorated 12-oz. containers with pouring spouts.*

You don't need an adding machine to work out this saving. A few moments' simple arithmetic will prove to you the cost advantages this manufacturer made when he switched his product from conventional tin to the new, feather-weight PLAX High Density Plastic containers.

This comparison was made with similarly decorated 12-oz. containers with pouring spouts—but regardless of size or your requirements these same PLAX benefits can work for *you!* For whenever a product takes to light-weight PLAX, results are always the same. Shipping costs plunge! Profits shoot up! This is because PLAX High-Density bottles are 1/5 the weight of metal—1/12 the weight of glass.

Combine this weight advantage with the many other PLAX benefits—unbreakability; versatility of colour, shape or design; adaptability to almost any product—and you have truly economical, product-moving packaging.

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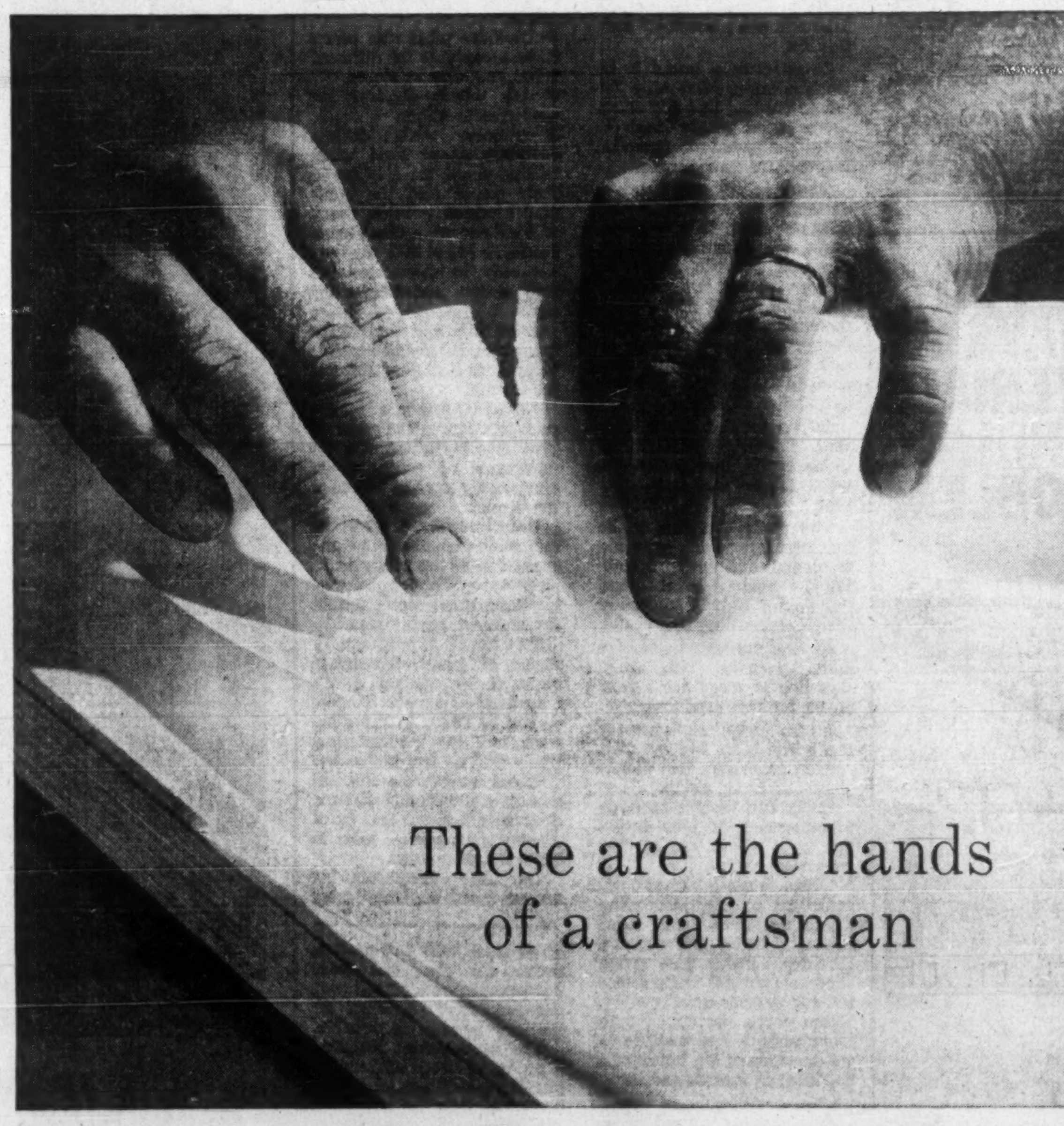

At the moment, they are being used to judge the strength and quality of a sheet of paper produced by KVP.

Testing machines do this, too, of course. We use a great many of them in the highly technical art of modern papermaking. But a veteran papermaker . . . a true craftsman . . . must also see and test for himself.

The point is, there is no substitute in our industry for the judgement that comes from experience. When you put your packaging problems in the hands of KVP, you *get* the pooled experience and wisdom of the nation's top experts in pulp, paper and paperboard, package design and printing.

All of this is backed up with a dependable source of supply from 3,400,000 acres of trees in KVP forests. Backed up, too with quality control all the way from trees, to pulp, to paper to people.

We solicit a chance to apply these resources to your packaging problems.

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PRODUCTS marketed in both Canada and U. S. have distinctive design personalities for Canadian market. These are created by Art Associates.

How a User Company Measures Packaging

Emphasis on packaging design, the budget for it and the technique vary from company to company, an executive of a user company believes.

B. J. Bolter, Packaging Director of House of Seagram in Montreal, says specific details of packaging vary with the type of industry, condition of that industry, company management, services available to management, general economic conditions, competition.

Here's a digest of other remarks he made to PAC:

It has always seemed to me that smaller companies were more adventurous and liable to take greater chances than large well established firms.

I believe that business management, as a whole, regards package design as one of many tools which they employ in the successful operation of a business.

The trend seems to be in the direction of more design than in the past.

The House of Seagram's is an example of the way one management team regards design and the way in which we carry out our package design program.

Within the House of Seagram, there are actually three competing companies, all of whom are handled by the Package Design Department in much the same manner as a free-lance designer would handle three accounts.

These three companies have about 60 brands which they sell to the Canadian market. The companies compete among themselves as well as with distillers outside their own group.

Each of the companies has a character and a personality all its own. The packages which we have created for these three companies and which we will create in the future reflect the individual character of the company.

An Adams brand is not easily confused visually with a Seagram's brand.

Working closely with the vice-president in charge of sales for each of these companies, it is possible to capture some of his mood, enthusiasm and feeling for his brands and create for him a package in which he and his salesmen can place their confidence.

In selecting a brand to be worked on, we examine the whole product line and select those areas which seem to hold the greatest potential response to new design.

There is not much use in designing for a market which does not exist. In a very real sense, we design to produce the best possible return on the investment we make in design. I would like now to demonstrate the course of design in our company by using a case history. The company is Calvert, the product, Calvert Old Rye.

It was decided late in 1958 that a market existed for Calvert Old Rye which we were not, at that time, getting.

The fault was felt to be our package which was old fashioned and inappropriate for the modern market and the young Calvert company which was selling this brand.

In the initial stages, we made perhaps 100 rough sketches of ideas for a new bottle for this product.

As the rough sketches for the bottle were being made, rough sketches for labels were also being made.

Bottle and label seem to go together and the idea develops as a whole, not as two separate entities.

These rough sketches were reviewed by our Marketing Committee and the Sales Manager and the Packaging Director. From the rough sketches, several were selected for further development. These were developed into more refined sketches showing features of the bottle and the label in greater detail.

These refinements were again reviewed by the Marketing Committee and it was decided to make clay models of three of the most promising designs.

The clay models were reviewed and it was decided that we would make a lucite model of one showing the bottle itself and all components exactly as they would appear when manufactured.

We were very fussy about the details of comprehensives and insisted that the final model look exactly as the manufactured object would look.

Now after the model was completed and it was decided to go ahead with this project, orders for glass and other components were placed with the respective suppliers for delivery as soon as possible.

The development required a period of about six months and if we measure in dollars and cents the time put in on this project by our executives and people outside our company, I could say that conservatively it cost us several thousand dollars. Exact figures would be difficult to set down.

Back at the time we started this project, we notified all our plants to work off inventories of packaging supplies for the old Calvert package, so that by the time the new supplies started to flow into our plant in July, we were just running out of packaging materials and did not have to bear any substantial loss through the discard of old materials.

How Tell Effectiveness of POP Without Good Measuring Sticks?

Point-of-purchase advertising is probably one of the more successful yet least understood forms of advertising and sales promotion available today.

The industry badly needs more information about itself — practical, precise information that would help users form POP programs for top effectiveness, one merchandising executive says.

Allen W. Clark, director of merchandising for Johnson & Johnson Ltd., illustrates his opinion through a case history, in a talk to Packaging Association.

One of his company's products is the adhesive bandage, marketed under name Band-Aid.

He estimates 95% of families use an adhesive bandage.

Here's a digest of his address:

The company makes over one million strips each day. But market surveys indicate that many medicine chests tend to become depleted by mid-year.

At this period, it is essential to promote the product to the attention of users and potential users.

The choices of doing this are wide. Most of the advertising media have facts and figures about coverage and costs.

One medium stands alone. It has little to offer in the way of information about itself, except cost, the cost an estimator puts on a particular piece of material after the design has been settled.

What does the advertiser do when the industry fails to provide usable information about itself and the areas where it claims to be of service?

We can:

- **Go into the field and see what other people are doing** in the areas we are interested in.
- **Find out which POP pieces are used,** which are consigned to the back rooms and basements.
- **Discover what size seems to be acceptable** for different types and sizes of stores.
- **Ask which displays get preferred** locations.
- **Discover what dealers complain about most** when talking about the displays in their stores and the companies which provide them.
- **Find out what other companies do to get their displays** not only in the stores but into active and productive use.

From this and similar information, it may be possible to produce a display suitable for testing.

An actual test in a few cooperative stores can possibly give some indication of extra movement of goods within any specific store by virtue of the display.

Unfortunately, it gives no indication whether the increased sales are really extra or because of effect of drawing from other stores within the customer buying area.

Tests of supplementary forms of point-of-purchase material — window cards, door decals, banners, hangers — can be made in the same way, but the results most likely will be less indicative.

These tests on the physical aspects of the display will undoubtedly indicate that extra display means extra sales in any particular store.

Our tests indicate the increases to run anywhere from 300% to 600% on our products.

But this is only the beginning.

Dealers cannot and will not give extra display to all who request it in their stores.

A dealer will select those displays which are most appealing, or which appear to be able to do the most for him.

In most cases, a display alone (except for permanent displays) will lose out to a display tied in to a promotion or a good promotional idea.

For the promotion, mostly, suggests that additional people will be either attracted to his store or influenced to make an extra, unplanned purchase.

Exception: When the display wins enthusiasm of dealer because of its novelty, uniqueness, special design or usefulness.

The second step is that the correct physical format be tied to a display or promotion idea — one that will reach out to the consumer and by virtue of this, sell itself to the dealer.

Here, the creativity of the idea man is married to the skill of the physical designer.

But no matter how right these displays were physically, they would never be used if they lacked the support of a salable promotion idea.

On basis of experience, we looked for an idea which would require the customer to come into the store, visit the display and make a purchase.

We know that dealers like this kind of promotion.

The vehicle we chose was a write-in offer where, to get a premium at less than half the regular retail price, the customer required an order form and a box top. The order form was available only on the display. The premium was a children's playhouse.

With the physical and promotional aspects decided, it was then necessary to complete the layout, copy, color scheme and over-all design.

The display had to concentrate on the premium while adequately displaying the merchandise. It had to be colorful, attractive, different, compelling.

Our planning, however, was not completed yet. We knew that few dealers would take time to set up and load such a display. And we hadn't a large enough sales and merchandising staff to do the job for them.

So we packed the merchandise right on the shelves of the unit. We added buffers and a corrugated case so that the unit could be unpacked ready-to-use on the floor of the store.

Now we had a product — but we had to sell it.

To sweeten it for the dealer, we packed in a "Hold-a-Fone" (telephone receiver holder) as a useful item in most stores.

This was to reward him in a small way for awarding floor or counter space to the display.

There are dangers in production of POP materials tied to deals and offers.

Too few, and salesmen, jobbers and dealers are dissatisfied.

Too many, and you have a costly bonfire to commemorate your retirement.

Successful Canadian Packaging *uses* kleen-stik®
PRESSURE-SENSITIVE ADHESIVE LABELS

to ADVERTISE, DRAMATIZE, FORM SELF-CLOSURES

Write for "101 Stik-Triks with Kleen-Stik" —28 pages of idea-sparking examples.

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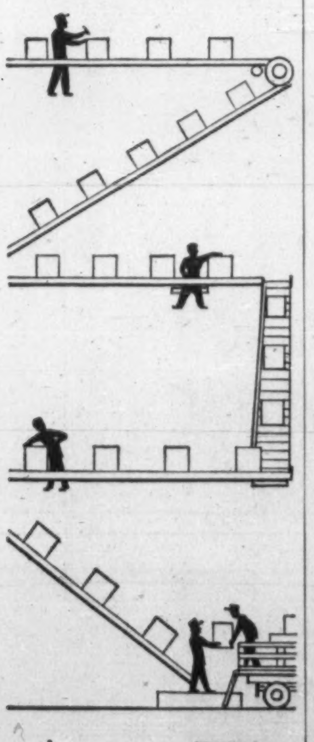

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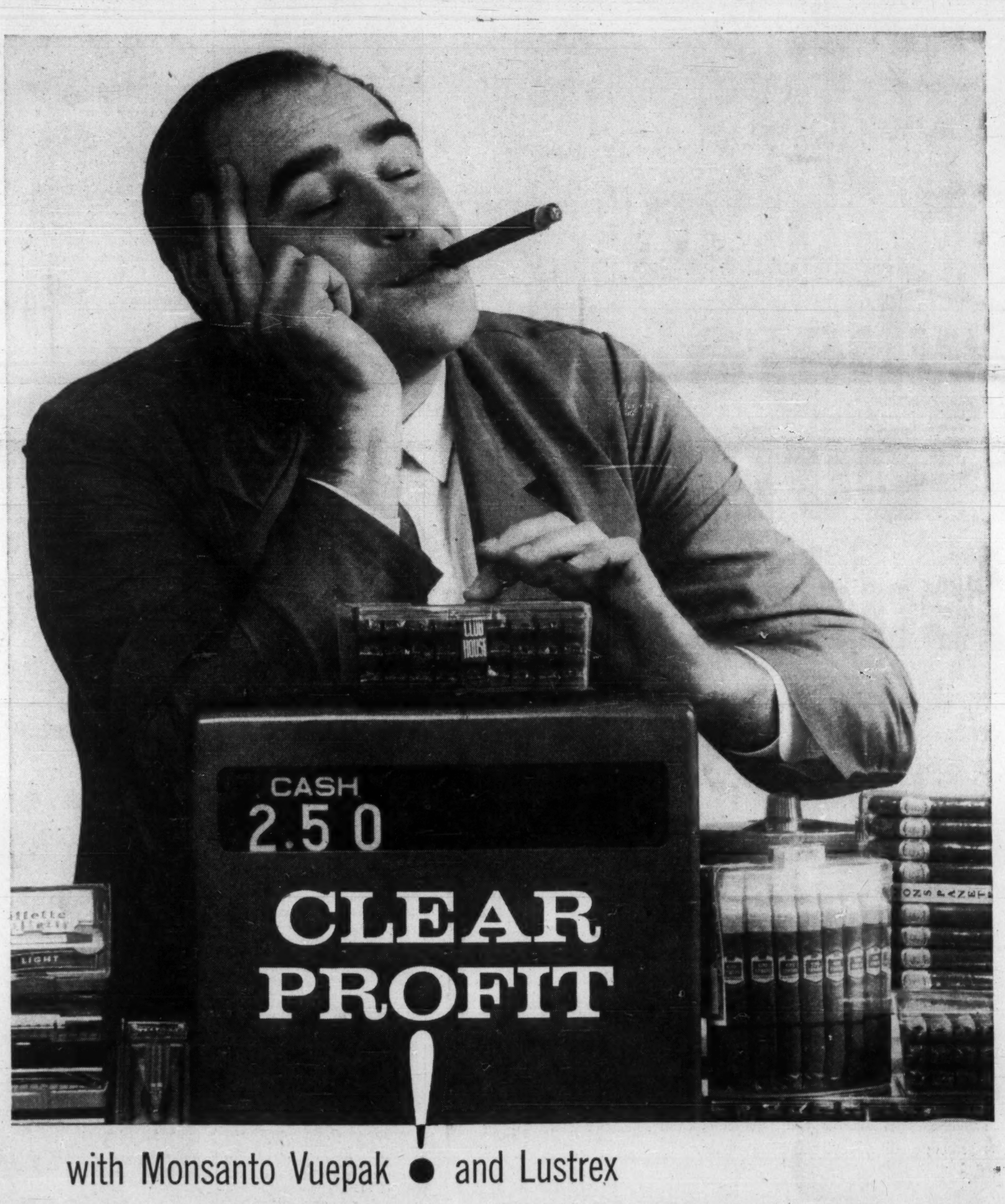

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